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Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS

VOL. CLXX, No. 11

NEW YORK, MARCH 14, 1935

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A TOOL IS ONLY AS GOOD AS ITS STEEL

Advertising, in order to cut through public indifference, must be ground to a sharp, fine-tempered edge.

Obviously, that edge can be no finer than the quality of the product to be promoted allows.

The success of Douglas Shoe advertising lies in the fact that Douglas Shoes are made entirely of leather wherever leather should be used. The longer we hold this fact to the grindstone of consumer self-interest, the sharper the advertising tool becomes.

In the hands of competent craftsmen it is cutting fast and deep into the sales resistance offered by footwear made to a price.



N. W. AYER & SON, INC.

Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA
New York • Boston • Chicago • San Francisco • Detroit
London • Montreal • Buenos Aires • São Paulo



**Psst,... the box office says she
can afford some clothes now!**

In Iowa there's good box office whether it's advertised musical comedy* or advertised products. Reasons: A—Potent buying power. B—More than a quarter million circulation of The Des Moines Register and Tribune. (40% coverage of all Iowa families.) C—Lowest milline rate in Iowa.

**Des Moines is famous for heavy road show receipts.*

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PRINTERS' INK

NEW YORK, MARCH 14, 1935

This Week

IN this week's leading article—"Subsidized Capital and How It Can Be Checked," by the highly articulate Henry S. Dennison—so much is quotable that this comment confronts an embarrassment of riches.

Subsidized capital is the influence that keeps many a business corpse alive long after its actual demise. Concealing failures, subsidized capital—which replaces capital lost through such expedients as compounding with creditors—compels great areas of industry to do business at a loss, or to operate so closely to the red as to impede the normal distribution of the profit that is the wage of the producer of wealth.

In an economy predicated upon the survival of the fittest, economists visualize the passing of the weak as the "release" of the strong. But if subsidized capital goes around toting adrenalin and a pulmotor and needling the deceased into semblance of life, then whence shall this release come?

Further, industrial warfare plays hob with the wage-earner, whose other name is consumer. As pot-shots topple enterprises, do the wage-earners, obedient to the theories of the classical economists, shift to other industries? "They know," Mr. Dennison remarks, "that such shifting is considerably easier on paper than it is on the face of the very real earth under their worried feet."

For a business man's long-range look at the capitalistic future, read Mr. Dennison. Read and think.

* * *

A hard fellow to please is Mr. Mee. H. P. Mee, vice-president in charge of sales, Caterpillar Tractor Company, never seems satisfied with

sales volume. This week, under the title, "Showdown' Tonic," P. H. Erbes, Jr., tells how Caterpillar, gearing marketing structure to market potentialities, keeps volume climbing.

* * *

Depression or no depression, the baby market keeps replenishing itself. Births in the United States total, annually, about 2,000,000. That's one fact. Another fact is that the buttoning of a button involves nine movements. Upon those two premises the Talon fastener has linked itself to American infantry. Herbert L. Stephen's story—"Tough Market Invaded"—tells the story, also, of Joan, aged four, who became first a model and then a trouser.

* * *

The much-talked-about consumer had her (and to an extent, his) day again before the sub-committee of the Senate Commerce Committee considering S. 5, the Copeland food, drugs and cosmetic bill. The proceedings were not so much of a love feast as were those of the week before; but there was plenty of professional, friends-of-the-consumer endorsement for S. 5 as is. So eager indeed were friends of the consumer to present a water-tight case that Alice L. Edwards and Arthur Kallet testified twice.

* * *

"These Letters Yield 81%"—that headline, topping a recital of how the General American Life Insurance Company is "personalizing" sales letters in two directions, speaks, abundantly, for itself.

* * *

Consider air-conditioning. It's not a product. It's a service. But

the prospect demands to know how, and how much. To sell him, a salesman must be half engineer. Describing a **high-speed sales school**, Arthur C. Roy, advertising and sales promotion manager of G-E's air-conditioning division, tells how a training course, carefully planned, turned out sales engineers in four weeks.

* * *

Space salesmen also eat. Hence, when the advertising manager of a Middle-Western newspaper steps forward to tell what he thinks about space buyers and space buyers' ways, he asks *not* to be introduced by name. You'll find his explosive thoughts set down under the title, "**Newspaper Space Buying as a Seller Sees It.**"

* * *

What will be the consequences of the gold-clause decision? How

about trade with Russia? Which way will the stock market move next? Merchandisers who like morals with their reading will find the answers in **what Chester H. Lang**, of A. F. A. and G-E, told the Ad-Clubbers in Columbus.

* * *

There oughtn't to be a new law, but perhaps only an amendment to an old one—this to **clear the Patent Office of trade-mark dead-wood**. Barrister Isaac W. Digges explains.

* * *

This week, P. I. completes the listing of the **300 leading users of newspaper space in 1934**. * * * Pinaud, Inc., switches to feminine appeal * * * American brewers to spend \$1,000,000 on this year's return engagement of **bock**.

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Rhode Island
Per Capita
Food Expenditure
48.2% above
National Average
*

In Rhode Island 33.8 cents out of every dollar goes to provision the family larder. This generous allowance is exceeded in only one other state and records an increase since 1929 of 28 per cent in the relative importance of food in the household budgets of Rhode Island.

Nearly 97 per cent of the workers in Rhode Island are engaged in industrial pursuits. The production of food products is practically nil. This rare condition gives added advantage to those who seek an unusually active market for the sale of food.

Providence Journal-Bulletin

CHARLES H. EDY CO.

NEW YORK

BOSTON

CHICAGO

R. J. BOWELL CO.

SAN FRANCISCO

LOS ANGELES

SEATTLE



New Acts Pack 'em in!

A GOOD show gets the crowds, in a theater, newspaper, or anywhere else. In February, for instance, an average of 170,670 customers daily and 202,974 on Sunday, paid admission to the good show offered by The Milwaukee Journal.

Wirephoto and the new colorgravure magazine, "This Week," both exclusive to The Journal in Milwaukee, have helped to perk up interest and increase the gate over the same month a year ago, by 15,036 daily and 12,260 on Sunday.

If your product isn't getting the applause and box office it deserves in Milwaukee, put it in the show that's pulling the biggest crowds in Wisconsin.

THE MILWAUKEE JOURNAL
First **FIRST BY MERIT** *Last*

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Subsidized Capital and How It Can Be Checked

Speaking at the recent price-fixing hearings in Washington, Mr. Dennison said this:

"Economists and business men have been altogether too complaisant in the belief that business cannot be carried on at a loss. Doing business at a loss is on the contrary not merely a phenomenon of hard times, but—and in this respect it is like unemployment—it has been an ever-present factor in the business world. Few businesses stop when they fail; and concealed failures greatly exceed in number the thousands publicly recorded as liquidations. Lost capital is replaced by compounding with creditors, by 'changing hands,' as it is euphemistically called, by the discovery of new 'angels' and in many other ways. We must in the future be as deeply concerned with the evils of subsidized capital as we have been in the past with the evils of subsidized labor, which are very great."

PRINTERS' INK asked him to elaborate on the point; and here is what he wrote in response.

By Henry S. Dennison

President, Dennison Manufacturing Co.

IF a man wants what you have and in order to get it aims a gun at your heart and pulls the trigger, that is murder.

If a competitor wants what you have and makes it a definite aim to get it by underselling until you have to pass your business over to him or to others, that is legally recognized as unfair competition.

If a man doesn't aim his gun but shoots around promiscuously and kills someone, he doesn't know whom, he is up for manslaughter.

But if a competitor shoots equally blindly and kills a few, that is free, individualistic competition.

So far, so good. The million or two of us who manage the smaller businesses have been brought up to believe that business competition is war, and when we got into the front trenches we had no doubt of it, in spite of the fancier names the brass hats and others in safer positions gave it.

We knew one of the risks we

took was that a competitor might, through ignorance or misjudgment, commit suicide and fetch down a half dozen with him in the process. But what little we had read of economic theory was very positive in stating that when he had done so, that was that; and all the blood-letting would relieve the excess pressures of competition.

Experience didn't take long to make this smooth automatic-sounding theory smell funny around the edges. The suicides didn't die—or if they did, they kept on shooting. Some of them got secretly "taken over" by creditors, got their assets written down and so were relieved of the necessity of earning much if any overhead.

Some were bought in by companies so large that our small bullet holes didn't hurt at all, apparently, while they themselves got a fresh stock of bullets which were virtually inexhaustible. Some were immortal anyhow, because supported on the side. And some had inside

"Right or wrong



Mar. 14

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My Country!"

... was the embodiment of a code. A Bayard and a ...
 ... rolled into one. A flaming torch for a young
 ... ego. A man who lived and died by standards
 ... if too melodramatic for today, at least bring a
 ... of the throat and a pang for departed grandeur.

... you want romance, don't tarry
 ... long over the latest best sell-
 ... ed again the life of Stephen
 ... ur.

... my country—may she ever be
 ... but right or wrong—my
 ... ry!" What schoolboy has not
 ... ed to the idea? The erect figure
 ... the banquet table—the hand-
 ... face, the raised glass—here, as
 ... shot-swept deck, the perfect
 ... re of heroism.

... ight or wrong—my country."
 ... led every charge. It was the
 ... the heart, whether the song
 ... "Dixie," "John Brown's
 ... " or "Over There"...



... are the real rulers of every
 ... ry. This applies not only to
 ... great historic struggles, but to
 ... commonplace individual deci-
 ... of everyday life...

... ple buy ideas when they buy

products. The idea is an essential
 part of the transaction. People
 smoke ideas, drink them, eat them,
 wear them, rub them on their faces.

Their preference between similar
 products is an idea preference. It
 is the idea that makes the original
 contact with the buyer's mind, and
 has much to do with his final satis-
 faction.

That is why it is so important to
 send a product to market armed
 with a distinctive, basic advertis-
 ing idea—something that the mind
 of the prospective buyer can really
 take hold of. Beauty of presenta-
 tion is not enough. Entertainment
 is not enough.

J. Walter Thompson Company
 has a record of discovering and
 recognizing and using basic adver-
 tising ideas.

J. WALTER THOMPSON COMPANY, Advertising

relationships with a group of customers behind whose safe protection they could snipe over into our front with complete impunity.

There was certainly no release, such as the economists talked about, from such competition. There were plenty of "unseen hands," but they weren't busy with bringing about any compensating balances. The process was cumulative, not self-regulating, and many a decent trade has been brought down to trafficking in shoddy by it.

If such competition is the life of trade it must find its life in the deaths of traders. The consumers are popularly supposed to batten on the corpses and often they do get some soap, but almost as often they pay for it later in the scamped and shoddy goods all the fighters get driven to.

But half of our consumers are wage workers and when any of them get caught in one of these knock-down, drag-out, and drag in again fights they get no soap at all. Economic theorists of the classical school see them shifting to other and more favorable occupations—but the workers' more sadly realistic eyes miss this saving view. They know that such shifting is considerably easier on paper than it is on the face of the very real earth under their worried feet.

Now this is a bad state of things, and something ought to be done about it. But the problem is not simple; it is complicated by the fact that we and the whole country want a true unsubsidized competition; we want to give it and are willing to take it. Whatever is planned must not seriously diminish that. We don't see at the moment how the subsidizing can be stopped, but we do believe its more flagrant forms may be checked and we know we could hold our own against it more successfully if we had some knowledge instead of being left, as we are now, in black ignorance.

The opening of the accounts of business firms by the Internal Revenue Bureau this year will be a long step ahead. When we can distinguish one of these animated corpses from a real live fellow, we shall know more often what ammunition to use ourselves.

But, also, we can look for some progress under the "destructive competition" clause of the NRA. Everyone knows it is hard just now to define exactly what competition is destructive and what is not; the marginal cases are often stickera. But the extremes are more often clear, and if at first the extremes are checked we shall be able to work steadily and intelligently nearer the margin.

Real competition spurs us on to do a better job; real competition sets a price which we can see we might reach and still live if we improved enough. Destructive competition sets one so low that there is no use even trying, for improvements in methods cost money, and unless there is some prospect of breaking even, money can't be had.

It is for this reason that there is sound social sense in "price floors," whether based upon conservative costs or upon *ad hoc* determinations as proposed by NRA's No. 228.

It is the commonest of human errors to suppose that because some of "x" is good, twice as much must be twice as good. Yet it isn't true of a single thing: not of heat, daylight, fun, strychnia, ether, pioussness, or competition.

Competition itself is subject to the "law of diminishing returns." A certain amount works to social health; each degree added to it works less and less so until a point is reached where harm overbalances good.

It is not merely a competitive system, therefore, which we want and must seek, but a system competitive at the optimum point, at which the unwholesome kinds are restrained, the less wholesome checked, and the true spurs to incitements to progress left free to work to our total good.

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The Sun led all New York Evening Newspapers in General Advertising

in 1934 as it has for many
years past. . . It produces.

The Sun

NEW YORK

Tearer-Downers

S. WARD SEELEY
WYNNEWOOD, PA.

Editor of PRINTERS' INK:

Frankly, Mr. Editor, I am amazed that you should think it necessary to ask your readers whether or not you should be accurate in your editorials. ("We Ask Advice," page 10, *PRINTERS' INK*, March 7.)

Even the most insignificant error is sure to be noticed by somebody, and probably by many more somebodies than you will ever hear from directly. These folks who catch you out once will thereafter discount everything else you print, and likely talk about you to others.

That's very much the situation in advertising today. It was too careless with facts, and people Found Out.

Therefore, advertising should be accurate and you, as a leader in this business, should be likewise.

This doesn't mean that you and advertising need be full of nuts and bolts. A good writer isn't depressed by facts. On the contrary, they stimulate him. He uses them, and the skill with which he does so is a measure of his ability.

A good hard fact is the greatest little builder-upper you ever saw, whether in an advertisement or an article. And a teeny little mistake that you think can be tolerated because it Produces an Effect (aliteration, in this case) is often a great big tearer-downer.

So get your facts right, and endow them with fancy and humor as you can. That's how you prove what a good writer you are!

S. WARD SEELEY.

Family Pattern

IN recent years the scope of United States Gypsum Company activities has expanded far beyond the original confines of the gypsum business until it now involves hundreds of products sold under such diverse brand names as Wetherwood, Red Top, Sheetrock and Gyplap. The one thing they have in common is that all are related to the building field.

As a result of this development, there has arisen the advertising problem of mutually identifying each product with the other members of the line, as well as with the widely established prestige of the United States Gypsum name.

The company has found its advertising to be most effective when attention is focused on a single product, but the limitations of a relatively modest advertising appropriation, which precluded use of space large enough to explain the family relationship without impairing the completeness of the mes-

sage on the spotlighted product, had to be observed. The solution arrived at makes its first appearance in a new campaign, featuring Sheetrock wallboard, which the company is running in magazines.

"We decided," relates E. M. Oren, advertising manager, "that the best method of accomplishing our purpose lay in establishing a distinctive physical format as a characteristic of the advertising of all products. Thus, each advertisement, and with it the product advertised, would carry visual evidence of identification with the United States Gypsum family.

"To that end we adopted a layout formula based on a background of diminishing gray, shading from very dark at the top to almost white at the bottom. This gives all advertisements a mutually distinguishing feature; yet it leaves a complete freedom for change of pace in the arrangement and style of headlines and illustrations."

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More New York City
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coats are reached in
their homes by The
New York Times than
by any other news-
paper. — Polk Con-
sumer Census.



ALFRED DUNHILL of LONDON brings the newest, swaggering styles to its smart Fifth Avenue shop. In building up its feminine patronage, Dunhill's last year used half again as much advertising in The New York Times as in any other newspaper.

The New York Times

AVERAGE NET PAID SALE

470,000 WEEKDAYS 730,000 SUNDAYS

"I want better coverage and this does it"



coverage . . .



A survey of 25,000 homes in 1934 proves conclusively that the great circulation of The News follows a clear pattern. It increases steadily in density in proportion to the increase in purchasing power of the areas it serves. It is lowest where purchasing power is low. It is highest where purchasing power is greatest.

If you want the best of the Detroit market—here it is!

85% of the circulation of The News is concentrated in the Detroit Trading Area—home-delivered by exclusive News carriers.



The Detroit News has better than 85% of its Sunday and 94% of its week-day circulation concentrated in the Detroit Trading Area.

The Detroit News

THE HOME NEWSPAPER

New York Representative I. A. KLEIN, Inc.
Chicago Representative J. E. LUTZ

A Few of the 380

The food and beverage products below are a few of the 380 products advertised **EXCLUSIVELY** in the **TELEGRAM-GAZETTE** in Worcester during 1934.

AUNT JEMIMA'S PANCAKE FLOUR—CALUMET BAKING POWDER
GENERAL FOODS PRODUCTS—GENERAL MILLS PRODUCTS
BISQUICK—PILLSBURY'S MINITMIX—TOASTED DIET BREAD
RY-KRISP—UNEEDA BAKERS PRODUCTS—WARD'S BREAD
CHASE & SANBORN COFFEE—KELLOGG'S RAFFEE-HAZ
LIPTON'S TEA—POSTUM—CANADA DRY GINGER ALE
COCA-COLA—HOFFMAN CLUB SODA—FORCE—GREEN
GRANDMOTHER'S FRUIT SYRUPS—SHREDDED WHEAT
BLUE LABEL TOMATO COCKTAIL—ZAR—POST TOMATOES
GRAPE-NUTS FLAKES—KELLOGG'S CORN FLAKES
POST BRAN FLAKES—QUAKER OATS—CRIPPLED WHEAT
QUAKER OATS CEREALS—QUAKER PUFFED RICE
KELLOGG'S ALL-BRAN—MID-CO-FREEZ—BLUE LABEL KETCHUP
YEASTIES—BRER RABBIT MOVIES—DOMINO SUGAR
A-1 SAUCE—GOLDEN'S MUSTARD—HIGHLAND MAPLE SYRUP
M'CORMICK BEE BRAND—WORCESTER SALT
M'CORMICK BEE BRAND CINNAMON—TESTED SALAD DRESSING
WESSON OIL—M'CORMICK BEE BRAND VANILLA
COUNTRY PURITAN MEAT PRODUCTS—DEERFOOT FARMS PRODUCTS
GORTON FISH PRODUCTS—PRUDENCE CORNED BEEF HASH
RICHARDSON & BROWN'S PRODUCTS—UNDERWOOD'S DEVILED HAM
SAQUIN MEAT PRODUCTS—SALTESEA OYSTERS
ROWE'S OYSTERS—SWIFT'S PRODUCTS—SUNKIST ORANGES
WHITE, PEVEY & DEXTER CO. MEAT PRODUCTS
MURREE-MOWER PRODUCTS—GRANDMOTHER'S MARMALADE
BRILL'S E-Z FREEZ—PLYMOUTH ROCK GELATINE
STICKNEY'S STUFFING—ORIENTAL 'SHOW YOU' PRODUCTS
GRANDMOTHER'S MINCE MEAT—NONESUCH MINCE MEAT

The **ENTIRE** Worcester Market, concentrating 433,000 population within an average 18-mile radius, is effectively cultivated through these newspapers **ALONE**.

Total Average Net Paid Daily Circulation

MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

PAUL BLOCK AND ASSOCIATES—National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Advertising Widows

They Must Endure Many Things, More or Less Willingly, for General Good of Cause

By One of 'Em

WOMEN and children first is, with a recently notable exception, an old sea-going custom. But it's a custom that seems to hold no water on land and, specifically, in the advertising business. There it is somehow shifted into reverse—*women and children last*.

I mean that I am the wife of a young, up-and-coming advertising man. Or perhaps I can more accurately say, I am the widow of a young, up-and-going advertising man.

As I remember my husband, he was tall and slim and light, with a blond mustache. For all I know, he may have a gray beard by this time. I can't truthfully say. I have suspected it was he who stole into the room by dark, strewed shoes and clothes about the floor and then crawled into bed. I *hope* it was he. Yet even if it wasn't, I hereby announce to him, wherever he may be, that I have remained quite faithful and even virtuous. For if that nocturnal intruder hasn't been my husband, at least he has been expiring the minute his head hits the pillow. Not even a "How have you been?" or a "Good night."

"Pardon me," I have said, "but my name is Such-and-Such. Do you happen, by any chance, to be Mr. Such-and-Such?"

"Zzzz-z-z," has been the answer wafted to me through the darkness.

This has been going on for some time now, and I'm getting fed up with it. I didn't mind, when we were first married, submitting myself as a sort of guinea pig in order that this genius, my husband, might determine whether or not his new campaign for Twice Tested Tomato Soup had basic feminine

appeal. I didn't even mind being told by the same genius that something was radically wrong with my feminine psychology when I failed to see the said b. f. a.

I did not object to exposing myself to possible poisoning, or at least violent indigestion, by trying out the incessant samples he brought home with him. (He came home then. Maybe a few minutes late, but he got there.) I filled out questionnaires patiently and even with sincerity. I willingly scrubbed my teeth three times instead of the usual once, so that I might truthfully say whether, as a woman, I preferred the taste of toothpaste A, B, or C.

Just an Old Rowing Machine Tester

Without considering myself a martyr (though, as he would say, "Martyr knows best,") I exposed those slim feminine arms of mine—which he once described as being like sinuous swans' necks—to the danger of developing Big Biceps in order to test out for him a new rowing machine.

When the baby came (or was about to come) he begged the doctor to let him into the delivery room, to be present at the ordeal. I was struck by his concern for me, his tender regard. Having a baby may be a natural function, but—well, I was struck by his solicitude. And I was struck even harder when I learned he wanted to be by my side for first-hand experience on a new medical account he was writing.

For a while he evidenced great interest in the baby. He used to romp with it. He fed it. Put it to bed. He showered, poured, inundated it with parental attention,

even to the point of being a little goofy. It was all very touching to my sentimental vitals until I learned the underlying motive of his parental interest.

"Got to brush up on my child psychology," he said. "Here's my chance. To study the kid. See what he likes, what he doesn't like. How he reacts to certain foods. Whether or not the baby powder irritates his bum."

Looking back this very moment, I can trace every moment of his courtship to some basic merchandising principle. His ardent letters are perfect advertisements. I can imagine his whipping them into shape, getting a punch into the first paragraph. I was a client and he was soliciting my account. I was a prospect and he was after my business. Well, whatever I was, he got it. And I haven't wanted to switch agencies since. But I *would* like a little more attention. As an account representative, he gives me very poor service. He's almost remiss.

I loved him, as I remember. And without being sure exactly what he looks like now, I feel that I still love him. Or maybe that feeling is sheer wish-fulfilment.

I regret that television, or its equivalent for the telephone, isn't yet in wide use. For occasionally I do get a telephone call from him. It's usually around seven o'clock that this seventh wonder takes place—just when the steak is at its juiciest. "Hello, darling!" he begins.

"All right," I reply, in utter dejection. I do not require him to finish. I know the message by heart. It winds up, "—and I've got to finish it for tomorrow morning." Or "—it's the client and I can't very well back out."

I still rankle when I hear that one about the client. Because, strangely enough, my nocturnal visitor, those nights, crawls into bed with an obnoxious breath, a mixture of rye, vermouth, wine and brandy. Or creme de menthe.

I know what happens—the while I sit at home doing a monolog or reading *The Ladies' Home Journal*. And I hope a few clients are listening in on *this* monolog. "The next time you keep my husband out," I say, "with 'Just one more before you go,' try a different tune. Try, 'Just one more, and this one's on the spouse.'"

It will be.

* * *

Heads Goodyear Advertising

Henry G. Harper has been made advertising manager of the Goodyear Tire & Rubber Company, and will make his headquarters at Akron, Ohio. He has been with the Goodyear organization since 1918 when he joined the Charlotte, N. C., branch. He was Richmond branch manager until 1934 when he returned to Charlotte as manager of that branch.

* * *

Bacher with F. Wallis Armstrong

William A. Bacher has been appointed to take active charge of the broadcast department of the F. Wallis Armstrong Company, Philadelphia agency. He is now in California with Ward Wheelock, executive vice-president of the Armstrong agency, working on the "Hollywood Hotel" program.

* * *

Name Woodward as Pacific Coast Representative

John B. Woodward, Inc., San Francisco, has been appointed Pacific Coast representative of the Boston *Globe* and of the Baltimore *Sun*.

T. L. Emory in Agency Work

Thomas L. Emory, Pacific Coast newspaper publishers' representative, has discontinued his business to join the Brewer-Weeks Company, San Francisco advertising agency, in an executive capacity. Before starting his own business in 1931, he was Pacific Coast manager for The Beckwith Special Agency and manager of the Pacific Coast office of Verree & Conklin.

* * *

C. E. Ball to Join Brown & Bigelow

Cliff E. Ball has resigned as advertising manager of the Skelly Oil Company, Kansas City, effective March 15, to become manager of the special paper sales department of Brown & Bigelow, St. Paul, Minn. He will make his headquarters at St. Paul.

* * *

New Account to Gotham

Walter Kidde & Company, New York, fire extinguishers and automatic systems, have placed their advertising account with Gotham Advertising Company, New York. Magazines and business papers will be used. Cuyler Stevens is the account executive.

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"Showdown" Tonic

How Marketing Structure of Caterpillar Tractors Was Keyed to Measure Up to 1935 Sales Opportunities

By P. H. Erbes, Jr.

AFTER four long, hard years of depression even the best of our dealers have tended to become apathetic. It couldn't help but be so. A definite sense of insecurity has been put into the hearts of many of them. It is difficult for many of them to muster up the courage and go out and fight for business. Too many of them don't yet believe it can be done. Too few realize that to survive it must be done."

These were the sentiments of H. P. Mee, vice-president in charge of sales of the Caterpillar Tractor Company, along about the middle of last year.

Now you might say, after surveying the annual report of the company for 1934, that Mr. Mee is a very hard fellow to please. For during that very year, Caterpillar sales were mounting to a twelve-month total of \$23,769,320.50, as compared with \$14,408,002.62 for 1933. And profit for the year was proceeding toward a final figure of \$3,651,190.42, whereas the previous year's profit was \$302,716.54. Naturally, dealers had a considerable hand in these handsome gains and all the company's dealers made a profit in 1934.

While recognizing this upswing as an undoubted contribution toward repairing the depression's ravages to sales morale, Mr. Mee and the Caterpillar headquarters organization had a longer, more exacting measuring stick in mind. Gauging the adequacy of sales effort by comparison with the previous year's volume record is one thing. Applying the yardstick of potential opportunity, as they conceived it, brought out quite another picture.

Analysis of sales potentials had

convinced the company that magnificent opportunities lay immediately ahead. In the first place, the relatively new Diesel-powered Caterpillar opened a vast market for replacement of gasoline-type tractors. The postponement of industrial and agricultural purchases during the depression meant much worn out equipment to be replaced. Considerable increases in construction activity, both private and governmental were under way. And in dealing with all these things was to be considered the fact that an entirely new generation of business men and Government officials—even an entirely new generation of taxpayers to be educated on Caterpillar products—had appeared on the scene during the last four years.

Sweeping Aside Depression-Born Inertia

No ordinary step-up in selling activities, Caterpillar reasoned, would be adequate to effective acceptance of these opportunities. So thorough and far-reaching a program must be devised as to carry with it the incentive to brush aside every trace of the depression-born inertia which, as with virtually every business firm, had crept into the ranks of its dealers, and of its own sales organization as well. Dealers had to be inspired to a pitch of fighting for business and thoroughly convinced of the need for bringing the extent and efficiency of their sales force to a point commensurate with existing sales potentials. Any self-satisfied feeling that present sales efforts were adequate (which might be dangerously confirmed by the 1934 increases) had to be done away with.

This, then, is the story of how the company developed and set in

motion a comprehensive program for keying its entire marketing structure to 1935 sales opportunities and equipping it to do the job. Now entering the second month, the program is reaching its objectives in impressive style. Specifically, sales for this year, based on January figures, are running close to 33 per cent ahead of 1934.

A Questionnaire of Heroic Proportions

Step number one in the development of the plan was a searching inventory of the distribution set-up, primary factors in which are 160 dealers, each of whom has his own sales organization covering, on the average, a territory of about a quarter of a State. The instrument for conducting this survey was a questionnaire of heroic proportions—a fifty-three-page book entitled "The Complete Picture." Provision was made for detailed appraisal of every point that might have even the remotest bearing on success in selling tractors—calls made by salesmen, methods of sales control, salesmen's remuneration, reasons for sales lost, methods of finding and following prospects, product inventory, credit and collections, advertising, and a multitude of others.

No mere catalog of questions and space for answers, however, the book carried a liberal amount of editorial comment written in an informal conversational style. In many instances questions were prefaced with a discussion which told why that particular inquiry was being made and, in the telling, got across a great deal of sound, bed-rock sales philosophy.

Thus, the filling out of "The Complete Picture" (a process of collaboration between the dealer and a Caterpillar district representative) served a twofold end. The company had secured the full facts upon which to base its merchandising plans, eliminating all guesswork. The dealer had been exposed to a strong inferential incentive for immediate renovation of his selling structure, since he had been led through a microscopic review of his business which was

sure to reveal all possible inadequacies of his sales procedure and had been administered a rich diet of basic sales thinking.

Analysis of the great mass of brass-tack information derived from the survey came next. Numerous places at which the company's own marketing procedure could be strengthened were revealed. Changes were planned accordingly. They included new policies on discounts, service fees, solicitation of agricultural business, parts prices and several others.

Turning to the dealer side of the picture, one thing in particular stood out. That was the importance of the demonstration in selling the Diesel-powered tractor. As the company had suspected, a sample performance on the prospect's job was shown to be highly resultful in getting the business and in stimulating the quantity and quality of sales effort on the firing line. Moreover, the study revealed that on the whole, dealers were not applying this efficient sales tool to fullest possible advantage. Only about 50 per cent of them were using demonstrations in anywhere near the maximum desirable degree.

This finding led to development of a complete merchandising program—the Caterpillar "Showdown Plan."

Demonstration Is the Keynote of the Program

Making the demonstration an integral part of the sales approach to every prospect is the central keynote of the program. For maximum effectiveness, however, the company reasoned that the performance sample should be combined with a planned presentation of evidence on those major sales points which are not established in a physical demonstration alone.

A schedule of thirty such points was drawn up. It includes user satisfaction, operating cost, completeness of line, service facilities, soundness of the manufacturer and like considerations. The term "Showdown" was adopted to dramatize the challenge embodied in the offer, through company and dealer advertising, of this wide-open check

Today,
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145,000
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New York



Fight for Sales in *Favorable* Fields

Today, the Indianapolis Radius is rated by distribution authorities as one of the nation's "best" markets . . . offering the most favorable sales potentialities during the next few months. Brookmire estimates an increase of 19% in business activity during the first half of this year.

The Indianapolis News, with its record circulation of more than 145,000, is the most powerful selling force for advertisers in this preferred selling territory.

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.

Will You Accept M



**With Poughkeepsie
\$15,000,000
Thrown In**

NE

NATIONA

ep MINNEAPOLIS and DULUTH...



THESE three cities spend \$300,000,000 a year in retail sales. Such volume is important to every manufacturer. Yet, it is not as large as in another great market, a city within a city. . . .

There are more than 600,000 solid, substantial New York homes where yearly purchases, according to U. S. Census, amount to over Half a Billion Dollars.

Their patronage can be secured through the NEW YORK EVENING JOURNAL. For in these homes the JOURNAL is, and always has been, the *preferred* newspaper . . . year after year, through good times and bad.

Their open pocketbooks have turned loss into profit for scores of manufacturers. But without their support, no one can do business in New York with maximum success.

NEW YORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

SPACE BUYERS



R. M. Foster SALES MANAGER
PHILCO SALES &
SERVICE CO.
LOUISVILLE, KENTUCKY

"Our sales on Philco Radios for the past 12 months in 1934 increased approximately 100% over the previous year.

"The Courier-Journal and Louisville Times carried . . . 100,000 lines of Philco advertising . . . and we believe that it was the consistent advertising campaign in your papers . . . which helped the Philco dealers in Louisville . . . to enjoy the greatest business they've ever had.

"R. M. FOSTER."

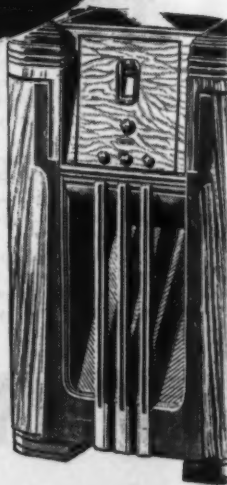
PHILCO Uses
*Only 2 newspapers with
which to increase sales 100%
in Louisville and*

- look at the background of this market: ● immense tobacco crops for producers of cigarettes
- large grain crops for the distillers
- stock farms, breeding racing horses for the nation's tracks.

- Philco is an example. So, follow Philco. You, too, will obtain big percentage increases in the sale of your client's product if you'll concentrate all of your advertising in the 2 newspapers.

- when the dawn is on the Bluegrass, The Courier-Journal is favorite at the breakfast tables.

- and The Louisville Times completes the coverage at Sundown.



REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
THE COURIER-JOURNAL • LOUISVILLE TIMES

• give you coverage without competition from dawn to dusk •

list on Caterpillar product merits.

Specific material for the dealer's salesman to use in getting across the "Showdown" points was built into a sales kit consisting of sixty-four different printed pieces. Included are price lists, specification sheets, comparative specifications, equipment and attachment catalogs, charts and tables—all the information necessary, much of it liberally illustrated, for the salesman to use in presenting conclusive evidence on each of the thirty elements of a "Showdown."

A great deal of this material had been previously available, of course. But the sales kit gathers it all together in uniform size and style in a single, thoroughly indexed volume. The book is in loose-leaf style to permit inclusion of linen-mounted photographs of users' machines in operation, as well as for addition of any new pieces that might be issued at a future date.

As plans proceeded, the aggressive, challenging implications of "Showdown" were extended to apply also to the dealer's business. A "Showdown on Organization" for the dealer to use as a standard in checking the efficiency of his own operations was worked out. This contains twenty-four items, each a set of pointed questions on a separate phase of the dealership.

Next consideration was the presenting of the form and spirit of the program to the whole organization. A "Caterpillar Reunion" of company employees, company salesmen and dealers and their salesman at Peoria headquarters was planned for the early part of January. Months in advance committees were appointed, under the general chairmanship of Walter H. Gardner, Caterpillar sales official, to make the complete arrangements for the meeting.

Here the basic strategy was to infuse the selling organization with the new tempo by a process of absorption, rather than by inspirational orations, and to supply a refreshed perspective on every detail of the intrinsic quality of the products. Most of the attention was devoted to factory trips, a mechanical exhibit and a showing of new lines of Caterpillar products. An added feature was a huge exhibit of equipment made by other manufacturers which can be used with Caterpillar power, a matter of considerable interest and value to the dealers, since in the last analysis the sale of a tractor is intimately related to a construction job and the machine for doing that job. Forty-one manufacturers exhibited their equipment in this show.

The first four days of the re-



A view of the exhibition put on at the Caterpillar reunion

union were devoted to employee visits to the showings. Then came three days for dealers and their salesmen, of whom approximately seven hundred attended, coming from Canada and many foreign countries, as well as from all parts of the United States. All details of their attendance had been arranged on a clock-work basis, even down to a directory of where every guest could be found in the three large local hotels which were taken over for the occasion. The company assumed the cost of room and meals, dealers paying their own transportation.

On the second day of the dealer phase of the convention came the only formal business session. This was a half-day meeting. The principal talk was given by Vice-President Mee, who outlined in complete detail the why and how of the new sales policies and of the sales program for 1935. The rest of the time during the three days, the guests were left to their own devices in taking in the various exhibits. The "Showdown" idea was kept prominently in the

foreground through signs placed prominently about the exhibition hall.

The open house continued for ten days more. Dealers went back into their territories and returned with important prospects to whom the chance to see the whole Caterpillar product story and the new lines of allied equipment would be valuable. Sales and service-school sessions were also held during this period.

To extend the "Showdown" challenge to prospective tractor buyers, the company has undertaken an aggressive advertising campaign, with an appropriation nearly double that of last year. In addition to advertising in industrial markets—such as the oil, lumber and engineering field—and to agriculture, use of general magazine advertising to reach those having possible influence on purchases by governmental bodies has been resumed.

A dramatic poster type of layout is being used, featuring large illustrations of Caterpillars on the job. Copy is brief and provocative, designed to excite curiosity as to what constitutes a "Showdown."



Has Straaska Laboratories

Straaska Laboratories, Los Angeles, Dr. Straaska's tooth paste, have appointed the Hillman-Shane Advertising Agency, Inc., of that city, to handle their advertising. Commencing March 22, Straaska will begin a fifteen-minute-a-week radio program to run for thirteen weeks on the Pacific Coast featuring a \$10,000 prize contest, offering weekly awards.



Appoint Hazard Agency

The Renken & Yates Smith Corporation, New York, representative in the United States for Peek Frean & Co., Ltd., of London and J. Robertson & Sons, Ltd., of Paisley, Scotland, has appointed the Hazard Advertising Corporation, New York, as advertising and merchandising counsel.



Joins Tower Magazines

Edward A. Roach, vice-president and general manager of the Nutro-Sodium Corporation, Chicago, has resigned to become associated with the Chicago office of Tower Magazines, Inc., as an advertising representative. Mr. Roach was at one time with the Curtis Publishing Company.

Gets Household Cleanser Account

The advertising account of Sib, general household cleanser, has been placed with the Cleveland office of Fuller & Smith & Ross, Inc. The name, Sib, is derived from the slogan, "Sunshine-in-Bottles." Strong, Carlisle & Hammond Company, Cleveland, are the manufacturers. Distribution is being expanded through Central and Mid-Western States. Advertising campaign plans have not yet been completed.



Seattle Campaign Plans

The \$49,000 advertising program of the Seattle Chamber of Commerce has been allotted as follows: \$9,500 will be spent for newspaper advertising in California cities; \$20,000 in national magazines urging vacation travel to the Pacific Northwest; \$10,000 for descriptive folders, and the balance for incidental advertising.



Chappell with Donahue & Coe

Ernest E. Chappell, formerly an executive of the Columbia Broadcasting System, and, more recently, director of the radio division of the National Broadcasting Company Artists Service, has joined Donahue & Coe, Inc., New York agency.

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S.5 Evidence Is In

Commerce Committee Now Has Food Bill, and Early Placing on Senate Calendar Is Expected

*Printers' Ink Bureau,
Washington, D. C.*

THE hearings on Senator Copeland's food, drug and cosmetic bill, S. 5, before a sub-committee of the Senate Committee on Commerce ended here Saturday afternoon. The hearings were resumed on Friday morning and the committee had every intention of concluding that night. However, there were so many witnesses that it was necessary to carry over until next day, and witnesses were heard from 9:30 straight through until 3:00.

Be it said to the credit of Senator Clark and his colleagues, Senators Gibson and Copeland, that everyone was given full opportunity to be heard once; and some witnesses, notably Miss Alice Edwards of the American Home Economics Association and Arthur Kallet of Consumers' Research, Inc., appeared twice or more in defense of the somewhat elusive yet, according to their testimony, much-to-be-pitied consumer.

After the testimony has been printed—and an imposing volume it will make, too—the sub-committee will report on the bill to the Commerce Committee. The bill will or will not be reported out to the Senate and go on the calendar. That it will be changed in some particulars from Committee Print No. 3 is a foregone conclusion, but it is well-nigh impossible to predict just what those changes will be.

Much testimony revolved around the question of whether the advertising control set up in the bill should be held by the Department of Agriculture or the Federal Trade Commission. Judge Ewin L. Davis of the Commission stated that he felt that S. 5 infringes upon the jurisdiction of his organization, that while he had no desire to trespass upon the rights and duties of

the Food and Drug Administration and had always worked in close harmony with its officials the courts had declared false advertising to be an unfair method of competition and therefore advertising was strictly within the province of the Trade Commission. He further pointed out that S. 5 would result in a duplication of authority over the advertising of manufacturers of foods, drugs and cosmetics as defined in the bill.

**Senator Copeland Stresses
Lack of Facilities**

Senator Copeland, who, of course, took a leading part in the questioning, paid the usual compliment to the work the Commission had done but intimated that it did not have the facilities to do the job desired. Judge Davis replied by pointing out that the Commission had always had and had many times used the facilities of the Food and Drug Administration and the Bureau of Standards and in addition was far better equipped to make investigations than the Department of Agriculture. He suggested that advertising be left out of S. 5 entirely and that a few simple amendments be made to the Federal Trade Commission Act, notably to Section 5, to increase the power of the Commission. He pointed out that the Food and Drug Administration now had power to seize and destroy harmful products and that, if this were done, there would be no occasion to advertise those products.

It seemed rather patent that Senator Copeland did not agree with Judge Davis nor did the medical fraternity if one was to judge from the remarks of Dr. Wm. C. Woodward of the American Medical Association; Dr. Ernest Little, president of the American Association of Colleges of Pharmacy; and Dr.

McCormick, State Health Officer of Kentucky and representing State health authorities. In fact, the last-named took a distinct crack at the Commission by stating that if what it had done about eliminating false and misleading advertising in the last twenty years was any criterion of what it would do in the next twenty, we should then be right where we are now. This opinion of the Commission was regretably shared in by some of the ladies, notably Miss Edwards and Mrs. S. Blair Luckie, chairman of the Legislative Committee of the General Federation of Women's Clubs, who intimated rather strongly that the ladies could not trust the Commission but *could* trust the Department of Agriculture.

Hoge Describes Advantages of Commission Control

The idea of leaving advertising control to the Federal Trade Commission was not, however, without its staunch proponents. James F. Hoge, author of the Mead Bill, appearing as counsel for the Proprietary Association, in the course of an able presentation, pointed out the advantage of Commission control. He further pointed out the advantages of revising the present Food and Drugs Act rather than throwing out entirely the court decisions and precedents established at great cost to both business and Government by writing an entirely new measure. In this contention he was borne out by other witnesses.

Mr. Hoge further said that members of the proprietary industry were opposed to the provision of the Copeland Bill giving an employee of the Department of Agriculture power to seize merchandise if, in his opinion, the advertising of a product did not meet with his ideas. He said it was the opinion of the manufacturers that false advertising should be dealt with as misbranding and should be stopped by injunctive proceedings of the Federal Trade Commission. The Copeland Bill provides for criminal procedure against the advertiser, even in matters of opinion.

Mr. Hoge said that although members of the Proprietary Association favored the Mead Bill to revise the Federal Pure Food and Drugs Act, this did not imply that they were opposed to the Copeland Bill. "They have objections to the Copeland Bill, S. 5," he said. "But their objections are as to form and specific provisions rather than to improved legislation and to the purposes of the bill.

"The form of the legislation is not the most essential feature. It is, however, important. Our position on that is more a preference than an objection. The Copeland Bill, although spoken of as a revision of the existing Food and Drugs Act, is not that as to form, because it repeals entirely the existing law.

"The Mead Bill, on the other hand, is drawn to overcome defects in the existing law. It does not represent piece-meal amendment, but revision. While changing the sequence of the existing law, it retains what is effective and replaces what is defective."

Elisha Hanson representing the American Newspaper Publishers' Association, submitted a written brief and in addition objected verbally to some of the provisions of S. 5 including Paragraph (d) of Section 708. This paragraph, which refers to publishers, radio-broadcast licensees, advertising agencies, etc., Mr. Hanson suggested striking out altogether, pointing out that it opened the door to pure fishing expeditions on the part of the Department of Agriculture or its employees and that the paragraph is unnecessary to the enforcement of the act. Mr. Hanson further gave it as his opinion that there were plenty of laws now if they were enforced to eliminate false and misleading advertising. He referred particularly to the Postal Law and Regulations and to the Federal Trade Commission Act. He pointed out that no newspaper had ever contested a Trade Commission ruling. He also felt that the definition of advertising as now proposed was loosely drawn.

Speaking for the smaller news-

Announcing

our appointment as

Pacific Coast Representatives

The Boston Globe

and

The Baltimore Sunpapers

JOHN B. WOODWARD, Inc.

Russ Building

San Francisco, California

Serving Important Newspapers in Important Markets

Offices in New York, Chicago, Detroit, Kansas City, San Francisco

• P O P U L A R F A L L A C I E S

"Advertising Never Anything"

GOOD advertising often works on consumers without making them conscious that they are being influenced.

Even without scientific checks of reader habits, the sheer volume of advertising being published today is *prima facie* evidence that a great many people are responsive to its varied appeals.

As a matter of fact, however, the day of guesswork as to how many people read advertisements is practically gone. Business men, today, need not rely on guesses and hopes. There are service organizations whose business it is to *check* the reading of advertisements and the listening audiences of radio

programs. They obtain *evidence* of the results of advertising by personal contact with actual consumers. Certain advertisers spend as much as \$40,000 a year to do this kind of checking for themselves.

No one truthfully can say "Advertising never sold me anything" . . . because the people who *do* read advertisements make the markets for those who *do not*.

The response of readers of advertising is the guide used by manufacturers and merchants in deciding what to make and sell. The brands and grades that the readers of advertisements *want* are the brands and grades that the non-readers *got* . . . even though the latter are unwilling to credit any influence to advertising.



NATION'S

260,000

PUBLISHED MONTHLY AT WASHINGTON BY

OF ADVERTISING No. 8

Sold ME



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

BUSINESS

CIRCULATION



THE UNITED STATES CHAMBER OF COMMERCE



Wide World

Senate Commerce Sub-Committee in action. Left to right: Senator Gibson, of Vermont; Senator Copeland, of New York; and Senator Clark, of Missouri, chairman

papers, the 10,000 small-town weeklies and dailies, Erwin Funk, a member of the legislative committee and a past president of the National Editorial Association, voiced the approval of the members of that association of S. 5 as it is now written. He stated, however, that his members "reserve the right to withdraw our support of S. 5 if amendments be adopted which we believe change the intent of the present bill."

He was, it is believed, referring here to any attempt to insert an amendment requiring ABC grading of food products.

Although much constructive criticism of S. 5 was voiced by representatives of business, notably by Mr. Hoge and by Miss Florence E. Wall of New York, the testimony of the defenders (self-appointed) of the consumers consisted largely in viewing with alarm the wicked machinations of the interests. Indeed, one witness, B. C. Marsh, executive secretary of The Peoples Lobby, served peremptory notice that he was going forthwith to Senator Huey Long to get the gentleman from Louisiana to start an investigation to find out what "profiteering interests" kept the Democratic Party from protecting the consumer.

Another, J. B. Mathews of Consumers' Research, Inc., railed

against the "modern Borgias of the patent medicine racket" and even got around to those interests which have "debased the Post Office Department to the level of an errand boy" by allowing samples to be sent to householders. Mr. Kallet, somewhat subdued after his outburst of the previous week, stated that he believed "the only way to regulate advertising was to require all advertising claims to be submitted and approved in advance."

E. J. Lever, representing Cooperative Distributors, Inc., New York, reminded the senators that the Democratic administration had promised to pass a food and drugs bill. He too took a crack at the "advertising fraternity" and came out strongly for a Federal "Department of the Consumer" which, he said, had been originally suggested by Consumers' Research, Inc. Mr. Lever served notice that, unless something were done, "consumers" are going to exterminate (sic) food, drug and cosmetic manufacturers and advertising interests.

From the ladies, Miss Edwards viewed with alarm the "attempts to weaken the bill." She insisted that a standards clause be inserted and that labels should bear a list of ingredients in order of predominance by weight.

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nical and was ably presented by representatives of various affected industries. For example, Norman Draper of the Institute of American Meat Packers suggested an amendment exempting products packed under the Meat Inspection Act, pointing out that packers of such products would be under the supervision of inspectors of both the Bureau of Animal Industry and the Food and Drug Administration.

Samuel Fraser, representing the International Apple Association, went thoroughly into the subject of sprays and fill of container.

Perhaps the two most discussed and, according to Senator Copeland, the two most difficult sections of the bill are those dealing with antiseptics and with tolerances. Testimony given thereon was of a highly technical nature and the Senator indicated that there might be some changes made in the paragraphs dealing with these subjects.

One of the most effective witnesses was Miss Florence E. Wall of New York, a consultant in cosmetic chemistry. Her testimony was refreshing in its simplicity, directness, and honesty. For example, in the face of an imposing array of doctors, she remarked that she knew Senator Copeland would agree with her when she said that doctors were by no means infallible. Again, she stated: "It is not what is in cosmetics that is harmful but the silly things the manufacturers say about them in their advertising." Miss Wall

brought out the point made by a number of others that while the definition of the term "drug" (Paragraph b, Section 201) included devices, the definition of "cosmetic" had no such provision. Wherefore, devices for hair dressing, scissors, nail files, etc., would, as the bill is written be considered drugs.

It was rather disappointing to many who stuck through the hearing to the bitter end, when W. G. Campbell, Chief of the Food and Drugs Administration, decided to submit a statement rather than to testify. He did state that his position on S. 5 was rather clearly outlined in the testimony he gave at the hearings on S. 1944 and S. 2800 in the last Congress.

Less of a pure love feast, perhaps, than the hearing on March 2, Friday's and Saturday's proceedings were none the less noteworthy for the sincerity of the testimony and the evident desire of nearly everyone present to eliminate harmful products and false and misleading advertising. True, there were one or two untoward incidents such as the seeming difficulty of the American Medical Association to make up its mind about homoeopaths—Dr. Woodward professed love for them but asked to have the Homoeopathic Pharmacopoeia stricken out of the bill—and the confusion as to who really represented pharmaceutical manufacturers and where they stood, but all in all both industry and the public had its day. It now rests in the lap of the gods.

S. K. Wilson Joins Reach Agency

S. K. Wilson will join the Chas. Dallas Reach Co., Newark, N. J., advertising agency, on March 15 as a principal—vice-president in charge of copy. He formerly was copy director of the Erickson Company and more recently has been on the creative staff of the Newell-Emmett Company. Mr. Wilson is also the author of several books and has written extensively on advertising and selling. Other principals in the Reach agency are Chas. Dallas Reach and Howard E. Sands.

Hale to Sun Agency

H. Dudley Hale has joined the copy department of The Sun Advertising Company, Toledo, Ohio. He formerly was with the U. S. Advertising Corp.

With "The American Magazine"

Fred J. Masterson, formerly with the Chicago office of the national advertising department of the Scripps-Howard newspapers, has joined the Chicago office of *The American Magazine*. He will cover Southwest territory. C. E. Carey, who has been handling that territory, has been transferred to the Detroit office.

Albert Pick Advances Collette

G. E. Collette has been appointed advertising manager of the Albert Pick Company, Inc., Chicago, restaurant and hotel equipment.

He has been with the company since 1924 and recently has been in charge of mail-order advertising production for this company.

Tough Market Capitulates

How Talon Fasteners Became a Part of Children's Clothing Equipment in Eighteen Months' Time

By Herbert L. Stephen

"IT'S your infant; nurture it," were the instructions of S. M. Kinney, general sales manager of the Hookless Fastener Company as he introduced John E. Keilly to his new duties as sales manager of the new infants' wear division.

And that instructional phrase was much more literal than figurative. The success of that department actually depended on John Keilly's baby, though none knew it at the time.

The scene was the home office of the firm about eighteen months ago. It had been able to get manufacturers of leggings to use Talon fasteners on their product; in fact, had changed the entire market for this product. But it had not been able to reach the makers of other children's wear and was endeavoring to break into that market.

Approximately 2,000,000 babies are born here annually. About the same number reach school age each year, making a potential market of 10,000,000 children from babes to six-year-olds to be fed, housed and clothed. Each child, it is estimated, demands the purchase of at least thirty garments a year for its wardrobe. According to code authorities, the infants' wear market reaches a retail volume of approximately \$300,000,000 annually.

Universities had installed "pre-school schools" for youngsters under kindergarten age from tiny toddlers of two to the fearless forcefulness of four. They had studied ways and means of making the child sufficient unto himself in its daily round of activity. Reports by the hundred of case-studies piled high on desks and in files. Still the makers of children's clothing would not accept the idea. It was just some new sort of high-pressure sales talk.

Besides, how could you sell new designs or styles in children's wear when a survey by one of the leading trade journals had stated that over 90 per cent of the store buyers of children's wear were either youngsters, just out of their 'teens, unmarried and unschooled in the better practices of merchandising; or they were frankly old maids? Why should they worry over the problems of a mother? They bought sizes, colors, and materials that washed well and appealed to the esthetic eyes of the fond parent, so why should they invite gray hairs and wrinkles about the actual physical dressing of the child?

And that was the problem laid before Mr. Keilly. With the exception of legging manufacturers, he had a brand new market to crash.

Inquiries and Interest— but No Sales

The usual round of solicitations brought forth many friends for the manager of the department—but no orders. The buyers would listen attentively, but when it came to putting Talon in their specifications they suddenly developed a severe case of writers' cramp. Direct mail brought inquiries; so did the business-paper advertising, but still the sales score was zero.

But Mr. Keilly had learned many things in those solicitations. The child psychologists had found that one of the most important steps in the training of children to be self-sufficient was in getting them to dress and undress themselves. They found that the training should begin as early as two years old.

Grown-ups take buttons for granted and handle them automatically. But when it is realized that nine distinct movements are

Among the Leaders of the World *

Daily and Sunday

PITTSBURGH SUN-TELEGRAPH
SEVENTH

in United States in Total Display Advertising

1 9 3 4

Authorizing, Media Research Inc.

NATIONALLY REPRESENTED BY PAUL BLOCK & ASSOCIATES



Little Miss Nancy
Took a great fancy
To dressing the self-help way;
There came a young actor
And tried to distract her,
But she was too busy to play.



250,000 rotogravure booklets in rhyme, illustrated with stills from the company's motion picture, are spreading the Talon fastener story

required to fasten a button, it is easily understood why it is an almost impossible task for a youngster. In fact, buttons were found to be the biggest stumbling block in teaching a child to dress itself. The Talon fastener eliminated those buttons, reasoned Mr. Keilly. Then, too, for some unknown reason most children's clothes had fastenings and openings in back.

Again the salesman turned designer. All openings were placed in front, drop-seats were made automatic, garments were cut more fully so as to eliminate any binding, and tiny fasteners replaced the buttons.

The idea grew and grew; it was explained to buyer after buyer, but little happened. As a selling plan, it was a first-class, diamond-studded "dud."

Out of the conferences, though, came a self-dress wardrobe for Mr. Keilly's four-year-old daughter, Joan, but it was a special order. The manufacturers evinced no great interest in the idea. Then one day father and daughter met

a buyer for one of the important chains of department stores. Joan fussed with the Talon fastener on the front of her dress and the buyer was intrigued. Mr. Keilly asked for an opportunity to have his daughter demonstrate the firm's product before a meeting of the buyers for that chain.

Right there the Keilly family went into the show business. Joan was the model, her father the impresario lecturer, while the mother was the "dresser" with nothing to do. The net result of that demonstration of child self-dressing brought an order from every store in the chain. Better yet, they promised—and lived up to the promise—to promote a special children's wear campaign along the lines outlined by the fastener company.

Joan and her father became traveling troupers. Boston, Philadelphia, Baltimore and Washington stores were visited. In each case an actual demonstration took place. In each case there was an order, and a special promotional activity



"How old is a DIRECTOR?"

Liveliness is not exclusively a characteristic of youth. Certainly the men who run the nation's larger businesses are lively in mind and body, but they average over 40, nearing the *apex* of the age of plenty. (98% of the Directors of 26 of America's leading corporations are well over this figure.)

THESE facts are important to "Quality Advertisers." Many already know them—but it is good to realize specifically how important it is to select mediums which are edited for men and women of maturity, i. e., age 40. For they are the people who Can Buy *What They Want When They Want It!*

Readers of the Quality Group make up about one-third of the entire "Age-of-Plenty" market—225,000 First Family Homes.

32.7% of them state: "*We do not subscribe to, or even read, the so-called 'Mass' magazines.*"

THE QUALITY GROUP

Harpers Magazine · Scribner's Magazine

Current History · Forum Magazine

597 FIFTH AVE · NEW YORK

"They're the Tops"

claimed Business Week's
'rep' for the executives
who comprise his paper's
circulation.

"Show me"

said this national ad-
vertiser of molded
products.

so he ran his first
advertisement in
BUSINESS WEEK—

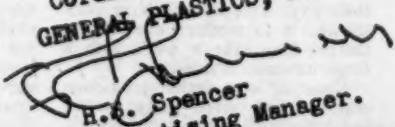
-and checked his first batch of inquiries

All of the inquiries we have rated either "A" or "B" in value, except two. They have come from representative organizations, most of them national in scope. They have come from officials of these organizations close to the top.

This is, of course, very pleasing and we believe is indicative of the results we are going to receive from Business Week. This should be interesting to you because it proves the point made by Mr. Wheeler regarding those who read Business Week.

We believe this will interest you just as it pleases us.

Cordially yours,
GENERAL PLASTICS, INC.


H.C. Spencer
Advertising Manager.

HSS:VD

MORE EVIDENCE THAT:

Business Week exerts a greater influence on what business executives think, do and buy—than any other publication.

BUSINESS WEEK

The Executives' Business Paper
330 WEST 42ND STREET, NEW YORK, N. Y.

carried out along the lines of self-dress garments for children.

Still Mr. Keilly could not get a full wardrobe made up in stock sizes using his product. Soon, though, the buying offices for the department stores persuaded a few manufacturers to make up the necessary garments.

In the meantime, word of Joan's "box-office appeal" had been whispered around in the industry. The pair could not comply with all the requests. So a sound motion picture was made of the demonstration, with a few more children added to the cast. "Bye-Bye Buttons" was its title. It was designed to reach the retail executives, buyers, and the sales clerks.

Then the company published 100,000 booklets in rhyme, in roto-gravure, illustrated with stills from the motion picture. Each person viewing the picture received one of those books. Last month an order was placed for the fifth 50,000 booklets.

One of the department-store buyers insisted on showing the picture as a part of the sales promotion of the children's wear department. Others followed suit and demanded exclusive showing of the film in their city. One store in New York showed it to mothers every hour, on the hour, for a week with a large increase in sales.

None of the dealer promotion material was given away by the

manufacturer. The material was sold to the store at half the cost. The store paid for the picture projection. The booklets cost the stores 2 cents each; two mailing pieces, \$1.50 per thousand. Spot broadcasting, newspaper mats, and the business-paper advertising, all paid for by the manufacturer—ran the advertising appropriation for this division to slightly more than \$100,000 in 1934.

This year the firm is out to reach parents and consumers so it is using women's and class publications, plus trade journals and direct mail. The appropriation has been increased considerably. The picture will be routed through the various Parent-Teachers' Associations requesting its use. It is believed that the booklet will eventually reach the half-million mark; it is now being made up in a de luxe edition.

Starting out in the infants' wear market with but leggings being equipped with its product, in one year the company added 250 new retail outlets and more than fifty manufacturers, jointly making a child's complete wardrobe. The manufacturers, most of whom pioneered with Hookless, must live up to the specifications drawn up for the making of Talon-equipped clothing. These specifications call for such things as enlarged openings, automatic drop-seats, elimination of buttons, all openings in front, and all fabrics pre-shrunk.

With "Herald and Examiner"

The following additions have been made to the local display sales staff of the Chicago *Herald and Examiner*: Dudley R. Rollinson, recently account executive of the Hixon, O'Donnell Advertising Agency, Los Angeles, and previously director of research of Blackett-Sample-Hummert, Inc., Chicago, and Louis Block, formerly with the local sales staff of the Milwaukee *Wisconsin News* and the Chicago *Evening American*.

• • •

Joins Lyle T. Johnston

J. C. Coffey, who for the last seven years has been in the advertising and sales planning divisions of Frigidaire Corporation, Dayton, Ohio, has resigned to join The Lyle T. Johnston Company, St. Louis agency, as vice-president in charge of sales planning and direct mail.

Newspaper Study Released

"A Study of Changes in National and Local Milline Rates" has been published by the American Association of Advertising Agencies based on information regarding A. B. C. newspapers in cities of 100,000 and more. The study is based on Volume II and III of "Market and Newspaper Statistics" compiled by the Four A's under the direction of its committee on newspapers. Copies are available to other than Four A members at \$2 each.

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To Start Santa Ana "Journal"

The Santa Ana, Calif., *Journal* will begin publication as a new afternoon daily newspaper some time in May. It will be operated by John P. Scripps, Roy Pinkerton and E. S. Elstrom, who also own and operate the *Ventura County Star* and the *Santa Paul Chronicle*.

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Newspaper Space Buying as a Seller Sees It

In sending this article to **PRINTERS' INK** the writer thereof says: "As national advertising manager of this newspaper I have long cultivated the habit of regular eating. Any revelation of my identity in connection with this dissertation would probably result in an interruption of that habit. Therefore, it is obvious that the authorship must be anonymous if you deem the story worthy of publication." The writer wins; anonymous it is and shall be. Does the chair hear a motion from some advertising agency that he be permitted to keep his job as national advertising manager of a Middle Western newspaper?

By a National Advertising Manager

EXIGENCIES of the depression have put upon advertising much that was needed hitherto in the matter of sales effectiveness, and to that end advertising agencies, generally speaking, have measured up; but it is my observation that newspaper space buying has not kept abreast of other agency improvements.

I have called on the space buyers of most of the country's large agencies, as well as many of the smaller ones, during the last few years, out of which experience I make the rather bold assertion that there are more than a few men in that business who are not sufficiently well versed in the technique of the business to be entrusted with the spending of millions of advertisers' dollars annually.

My newspaper is one of the so-called second papers, and that is one of the worst misnomers ever attached to any publication. In terms of total advertising linage, it is second; in terms of circulation, it is second; but in terms of its reception in the many thousands of homes which it serves daily, it is *first*! It is bought in preference to the so-called first paper. Space buyers should remember that. Linage and circulation are important, but coverage is ever so much more so.

I have been told by many space

buyers, "Yes, I know we should use your paper, but the appropriation isn't sufficient." They make such a remark, and later I learn that they are using anywhere from 200 to 500 newspapers on the list, and my newspaper is in the first fifty in advertising volume as shown by Media Records, Inc., and my city is in the first fifty in population in the United States.

They tell me that, when by any yardstick my paper reaches 40 per cent of the market, which they cannot possibly get by putting any sort of coverage yardstick on the other paper. They tell me that the appropriation is insufficient, and in many larger cities they buy two or three papers, giving anywhere from 50 to 200 per cent more home delivered circulation than there are homes! Yet they are content with 60 per cent coverage in my city.

I am frequently told by space buyers that they can't use my paper because of an insufficient appropriation, and they deem it inadvisable to split the one schedule between two papers. If there are only two or three pieces of copy in the schedule, I admit I haven't much to say to them; but what justification is there for refusing to split a schedule which has twenty or thirty or fifty insertions?

If the law of averages hasn't been repealed, and I don't think

Follow the *Man who* *reads the* METER



Ice cubes are no longer a novelty

ment, follow the man who reads the meters.

For the information of manufacturers, there is one publication that concentrates 78% of its circulation in those 430 richest countries where in

you can address the greatest possible number of buyers through the pages of what is, editorially speaking, the most interesting magazine in the world.

Ice cubes are no longer a novelty

ment, follow the man who reads the meters.

For the information of manufacturers, there is one publication that concentrates 78% of its circulation in those 439 richest counties wherein are located 74% of this country's electrically wired homes. That publication is The American Weekly—mightiest of all magazines.

The next largest magazine, with less than half The American Weekly's circulation, finds only 73% of its readers in these important counties.

To SELL in volume, you MUST reach PEOPLE in volume.

For \$16,000 you can buy a great color page in The American Weekly and put your sales message into more than five and one-half million homes located in the richest buying areas of the nation.

At a cost of less than one-third cent per family

you can address the greatest possible number of buyers through the pages of what is, editorially speaking, the most interesting magazine in the world.

Where this Magazine goes

The American Weekly is the largest magazine in the world. It is distributed through 17 great Hearst Sunday Newspapers. In 597 of America's 995 towns and cities of 10,000 population and over, The American Weekly concentrates 67% of its circulation.

In each of 134 cities, it reaches one out of every two families

In 125 more cities, 40 to 50% of the families

In an additional 165 cities, 30 to 40%

In another 173 cities, 20 to 30%

... and, in addition, more than 1,885,000 families in thousands of other communities, large and small, regularly buy and read The American Weekly.

Where can you spend your advertising dollars more effectively?

THE AMERICAN Weekly

*Greatest
Circulation
in the World*

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

*Branch Offices: PALMDALE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAS, LOS ANGELES . . . 223 MONADROCK BLDG., SAN FRANCISCO
11-550 GENERAL MOTORS BLDG., DETROIT . . . 1454 HANNA BLDG., CLEVELAND . . . 101 MARSHALL ST., ATLANTA . . . 1370 ARCADE BLDG., ST. LOUIS*

it has, it is inevitable that there are more prospects in 100 persons than there are in sixty persons. That being true, wouldn't the law of averages provide more sales if a story were told to 100 persons ten times each, than to sixty persons twenty times each? Common sense answers that question in the affirmative. Yet there isn't one space buyer in a hundred who will split a schedule, and the advertiser pays the bill in a smaller sales volume than is available to him. In 90 per cent of the cases this larger volume is available for less money than is required to keep the full schedule in the so-called first paper, because most second papers naturally have a lower rate than the first.

No, I fear it is just a question of scanning through *Standard Rate & Data*, seeking out the paper with the largest circulation, putting it on the list and letting it go at that. Such a line of reasoning naturally would say it is necessary to have two or three papers in a larger city, regardless of coverage, simply because it is a big city.

Merchants Know What Returns They Get

Retail merchants in my city find it necessary to divide their advertising on a 50-50 basis between the two papers, and certainly they wouldn't do that if it were possible to do the job with only one paper. They aren't philanthropists. On the contrary, they are the very people who actually know what returns they get from their newspaper advertising. Space buyers could profitably follow these accurate guide posts. They mean more than circulation.

Now, let us take a look at another phase of the space buying situation. The years of the depression have seen practically all incomes materially decreased. It is perfectly obvious, therefore, that it has been necessary to reduce advertising appropriations, and in consequence of that move, the amount available for expenditure in newspapers has been curtailed. So what did the agencies do? They

simply went through the lists and cut off second and third papers.

Put the spotlight on that decision, add it up, and you get some pseudo logic like this: "We want to maintain our volume of sales, but fewer people can buy now than before and we have less money to spend, so we will ask still fewer to buy." Wouldn't it be much better to say: "We want to maintain our volume, but we haven't as much money to spend, so we will cut down the size of our copy." Cut the appropriation if needs be, cut the size of copy if needs be, but in times of stress seek even more prospective buyers, if possible, rather than fewer!

Retail Advertiser Cut Size of His Copy

The large copy that was necessary in boom times would no longer be necessary for so-called dominance, because all advertisers had likewise been compelled to cut their appropriations and the size of their copy. The retail advertiser didn't cut out newspapers. He cut the size of his copy! Sometimes one wonders whether the agency decisions to cut out newspapers rather than the size of the copy wasn't influenced by the knowledge that more detail is required to place copy in 200 newspapers than in 100.

Another of the popular fallacies relating to space buying is that with reference to "A" and "B" schedules. Invariably the "B" schedule goes to the paper with the lesser circulation. If the papers in any city carry anywhere near an equal volume of advertising this practice falls short of its aim. There can be only two reasons for having different sized schedules in the city. Either the amount of money available is insufficient for two "A" schedules or it is necessary to use a larger schedule in one paper than another in order to dominate.

If the money is insufficient to buy two "A" schedules, it then is only logical and fair to the advertiser to buy two "B" schedules, thus conserving his money. Let's put it another way. Theoretically,

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an advertisement is only large enough to tell a certain message. If 100 inches are required to tell the story, then it certainly isn't efficient to tell that story in sixty inches. If, on the other hand, it can be told in sixty inches there is waste in 100-inch copy.

And, what is more to the point, if it requires 100 inches to tell the story in a newspaper with 100,000 circulation, then it certainly is necessary to use exactly the same amount of space to get the story over in a paper with 60,000 circulation. The total number of readers should have absolutely nothing to do with the decision as to size of copy, because, after all, only one person reads the paper at a time. Yet most "A" and "B" schedules are placed on a circulation basis, I fear.

I find also in checking schedules in cities with larger population than mine, that often "A" schedules are run in the larger city, and only "B" schedules in my city, in spite of the fact that the newspapers in my city carry a much greater volume of advertising than do those of the larger city. If dominance is what the space buyer seeks in that event, he should use the "A" schedules in my city and "B" schedules in the larger city. But that is just the sort of charge of inefficiency I lay at the feet of the space buyer: he isn't acquainted with those facts, but he should be!

Another phase of the space buying situation deals with a condition with which I am convinced most space buyers are not conversant. Most of the large agencies are in the large cities. Obviously the newspapers which the space buyer actually reads are those of his city. He is naturally better acquainted with the coverage and type of reader attracted by each newspaper.

Street sales of New York and Chicago newspapers, particularly those published in the evening, mean much more to the advertiser than is true in smaller communities. In New York and Chicago, the tremendous number of commuters and the amount of time spent in commuting means that a large percentage of the street sale papers are read on trains and eventually go into and stay in the home and therefore are of real value to the advertiser. But, in smaller communities, street sale papers are much more likely to be discarded within a few minutes of their purchase.

As a consequence of this situation, it is far more valuable for the space buyer to know and make his reckonings of coverage on the basis of home delivered circulation in smaller communities. Experience tells me that he doesn't do this, however. He adds up the home delivered, street sales and dealer sales, then applies that total against the total number of homes in the city, and says to himself, "Well, I've covered 70 per cent of the homes in that city." As a matter of fact, he probably hasn't covered over 55 per cent of the homes.

A few years ago I was talking with the space buyer of one of the larger New York agencies about the market I represent, when he made some remark which indicated that he had not properly evaluated my city, so I asked his opinion as to its population. His reply was just 125,000 short of the correct figure, yet he was spending millions of advertisers' money.

Yes, if space buyers were as eager to know markets and space values as they are to impress representatives with their knowledge and importance, space buying could be brought up to the efficiency of other divisions of agency service.

+ + +

Murrell Crump with Barrons

Murrel Crump, who for the last three years has operated his own advertising agency at Kansas City, has joined the Barrons Advertising Company, Inc., Kansas City agency, as vice-president.

Now "The Meat Dealer"

The name of the *Butchers' & Packers' Gazette*, Chicago, has been changed to *The Meat Dealer*. J. P. Mulkern has joined the publication as associate editor and promotion manager.

Do women of the Pacific Northwest like *Young* "THE OLD LADY OF OREGON"

DURING a recent typical week exactly 6,427 women contacted one or more of the various women's departments maintained by The *Young* OLD LADY of Oregon—better known outside her rich domain of the Pacific Northwest as The Oregonian, favorite newspaper of this active, growing trade empire.

Thus, at the rate of more than 320,000 contacts yearly, Pacific Northwest women are turning to The *Young* OLD LADY of Oregon for information, counsel and help on those subjects and problems which constitute woman's own particular fields of interest.

Yes, sir—320,000 contacts yearly! And that's an all-time national record, population considered. Of course, national records do not just happen. Throughout her long, successful career of public service The *Young* OLD LADY of Oregon has taken a genuine and just pride in the supremacy of her women's pages. She builded well to gain and hold woman's interest.

How natural, then, that her women's features should claim major attention in The *Young* OLD LADY of Oregon's recent modernization program—a program that has imparted new color and youthful zest to her always unquestioned soundness and popu-

larity, as "The Bible" of Pacific Northwest readers.

So, today, many brand new women's features together with the favorite old ones are spread out in a generous, sparkling array of stories, articles and pictures to delight the hearts of women of every age. Illustrated articles on food, cookery, recipes, fashions, child care, sewing patterns, needle craft designs, beauty hints, society news and women's club affairs, are presented in unending variety—all written by specialists—authoritative, informative, interesting! Recipes are tested in the *Young* OLD LADY's own modern kitchen—finest on the Coast.

Is it any wonder that the women like her? Is it any wonder they call the OLD LADY their very own and cling to her as they have their mothers, grandmothers and great grandmothers for all these 84 years?

Advertisers know the answer and they are using their knowledge to capitalize this new and increased women's readership interest. More than ever they are cashing in on their Oregonian advertising. They are growing increased sales while The *Young* OLD LADY of Oregon grows younger and younger. We suggest you make sure The Oregonian is on your media list.

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OREGONIAN

PORTLAND, OREGON

Local Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco • National Color Representatives: Associated Newspaper Color, Inc., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland

Good-Will from Amateurs

"IN using amateur talent as the basis for our current radio campaign, we recognize the absolute necessity of building and preserving the good-will of our listeners as well as of our amateur performers," says G. R. Hart, advertising manager of Health Products Company.

The Feenamint national amateur night, with Ray Perkins as master of ceremonies and Arnold Johnson and his orchestra, offers amateurs an opportunity to be heard on a coast-to-coast hook-up. While a varying committee of judges select the winners of each broadcast, the listeners are invited to register their preferences which quite often are at variance with the judges'.

Every letter of protest as to the judges' decision and each letter of commendation is acknowledged. The writer is advised that the sponsors are devoting close study to the comments of the listeners. Thanking the writer for his comments on the program, the letter encloses a sample of Feenamint and of Dillard's aspergum.

To the unsuccessful auditionist

a letter from W. H. Berg, the president of Health Products Corporation, is mailed thanking the contestant for the good sportsmanship he has shown together with a large sample of the sponsor's product. Of the approximate 1,500 applications for each program, eight are selected in a preliminary audition.

A tie-up with twenty-five large theaters in greater New York and Philadelphia has been effected, and once a week auditions are held on the stages of these theaters in order to determine candidates for the final auditions held in New York City. Plans are under way to extend this tie-up through to the Pacific Coast for a total of about 300 theaters. These local auditions are announced by a screen trailer, lobby displays and program inserts, together with the theater's own local newspaper advertising. Window cards headed, "Wanted—Amateur Talent" are placed in stores of the vicinity of the theaters while the local radio stations and members of the network tie in with the auditions.

♦ ♦ ♦

Jockey Shorts

ABBREVIATED underwear for men is indicated as a selling sensation for the warm-weather season. Early in the field, Coopers Incorporated, Kenosha, Wis., is producing more than 3,000 dozen "Jockey Shorts" a day. This manufacturer has a production schedule based on delivery of more than 60,000 dozen by April 15.

A. R. Kneibler, Coopers vice-president, began experimenting with this garment last June; tested it as a piece of comfort clothing in golf. Florida received it late in September for a pre-season try-out. Then



it was tried out in the North—Cleveland, Cincinnati, Indianapolis, Chicago. New Yorkers were introduced last week, in large newspaper space of the Wallach stores.

Advertising for the present is confined to newspaper copy over retailers' signatures. A partial list of cities where advertising has appeared includes Philadelphia, Chicago, Cincinnati, Los Angeles, St. Louis, Houston, Atlanta and New York. Coopers provides most of the material for window trims and also the material for merchants' mailings.

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These Letters Yield 81%

Personalized Three Ways, They Bring Surprising Response in Interviews for Salesmen

By Eugene D. Rich

SALES letters that are personal-ized only by filling in the names of individual prospects are being relegated to the side-lines by the General American Life Insurance Company, St. Louis. This company has gone much farther—it is personalizing them from two additional angles.

Twelve letters called "Your Open Door to Better Prospects," are being used as introductory letters to prospects. Not only are they individually addressed but also they include the agent's name and are signed by the president of the company, Walter W. Head.

This series has been in use now for several months and results from the hundreds of prospect letters mailed prove beyond doubt that the individualized personal touch of a friendly "from-me-to-you" message will produce satisfactory results.

When the series was inaugurated it was decided to type them in the home office under the supervision of the publicity department. A battery of electric typewriters was installed. In this way, even the slightest semblance of a stereotyped form letter is done away with. When the letter is typed, both the prospect's name and address and the company's agent's name are filled-in in the body of the letter at the same time.

The twelve letters—each covering a different insurance need—are

written in an informal, friendly, from-me-to-you tone by the company's president to the prospects and not at them. This was taken into consideration when the letters were prepared and the "Open-Door" system inaugurated last May.

Each agent under contract receives the "Open-Door" booklet, containing all details and working methods of the pre-approach letter plan. In this he is told that "life insurance prospects are found, developed and sold." The job of the pre-approach plan is to develop the prospects. It is done this way:

The writing agent selects ten prospects whose problems he is ac-

REQUEST FORM FOR PROSPECT CIRCULARIZATION
(Must be submitted to Publicity Department to duplicate)

Form _____ By (Name of agent)
AGENCY _____ (All names are
STATE _____ DATE _____ (Initials correctly)

Send letters to	Letter No.	Open Called	Quoted
Name _____ Address _____ City _____			
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print and return _____ On the Write in This Space

General American agents use this form in asking for "Open-Door" letter help

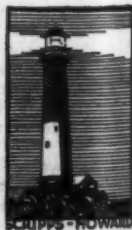


Archibald Aerial
Surveys, Inc.

FIRST IN UNITED STATES

WE ARE HAPPY TO SAY THAT THE
OTHER BUFFALO NEWSPAPERS
GAINED TOO—PROVING BUFFALO
IS A PROFITABLE MARKET RIGHT NOW

MEMBER OF THE UNITED
PRESS...ASSOCIATED
PRESS...AUDIT BUREAU
OF CIRCULATIONS
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



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GREATEST RETAIL LINAGE GAIN IN UNITED STATES

IN February, as in January, The Buffalo Times continued to make notable advertising increases, following the almost unprecedented retail gain of *2,149,641 lines in 1934.

January-February Gains

		% of GAIN
Total Display.....	318,177.....	52.2%
Retail Display.....	293,445.....	79.4%
Department Stores.....	101,743.....	106.1%
Clothing Stores.....	34,227.....	66.6%
Retail Grocers.....	18,218.....	96.6%
Furniture.....	39,575.....	160.3%

THE growing circulation of *The Times* represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.

*The Baltimore News-Post, representing a consolidation of 3 papers in 1934, exceeded this figure.

The Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS ... 230 PARK AVENUE, NEW YORK CITY
CHICAGO . SAN FRANCISCO . LOS ANGELES
DALLAS . DETROIT . PHILADELPHIA . ATLANTA

quainted with and to whom he would like to have President Head write a personal letter, introducing him as the company's representative, before he makes a call. Since each of the twelve letters is prepared for a certain plan of insurance, the agent must know the prospect's needs sufficiently to determine which is more suited to his particular case.

When he has selected ten prospects, the agent types these on the special request forms furnished by the general agent of the company. The request forms are filled out in triplicate—one for the general agent's files, and two for the publicity department.

When the requests are received in the home office the letters are written and mailed immediately. One of the request forms is then returned to the agent informing him of the mailing date. As soon as the agent completes his follow-up calls, it is necessary that he complete the remainder of the blank request form to give the results of his calls. The follow-up notations are then verified by the general agent and returned to the publicity department. After this is completed the agent is eligible to submit another list of ten prospects.

Here is a typical letter showing the general run of the selling argument of the "Open-Door" series:

Too often, the phrase, "I'm going to retire," is an apologetic way of saying, "My employer thinks I'm too old to work."

But announced Retirement can be made to mean, "I'm ready to really enjoy life. My work is done. The rest of my life is going to be spent enjoying the fruits of earlier labors."

We all look forward to that kind of retirement. What is more, we believe we can show you that it is only necessary for you to decide when you wish to retire. Would you like to set your age for retirement at 55? Or 65?

You can, you know. Today, you need not be rich to retire.

But you should start now to provide for that pleasant time when you may watch the world go by, or move with it, as you decide. Retirement is made a matter of systematic, easy saving by a General American Life retirement contract. We would like to have it explained to you by our representative.

Of course, his visit will imply no obligation on your part; we just feel that you will gain a new outlook on your retirement plans after you have heard the story he is well qualified to tell.

Yours very truly,

WALTER W. HEAD.

Each of the letters is reproduced in the booklet the agent receives. With the letter is listed a number of sales points for the agent to keep in mind when following it up. To obtain still better results, the agents are reminded on the last page of the booklet to give the home address of the prospect, because it is there that needs of the home receive more leisurely, thoughtful attention.

The plan—usable in any field—has developed a choice group of prospects for the agents using the system.

That the "Open-Door" system has produced results is proved in a survey made of more than 1,200 letters sent out to prospects. Interviews were obtained by the agents in 81 per cent of the cases. Of this group 51 per cent were listed as prospects developed. By prospects are meant those people who are considering life insurance and who have asked the agent to make a return call.

A better proof of the workability of the plan is the fact that there were 5 per cent first-call sales from the interviews obtained as a result of the letters being mailed to prospects.

Elected Abbott Director

Raymond E. Horn, general sales manager of Abbott Laboratories, North Chicago, Ill., has been elected a director of that firm.

Joins Potts Agency

Paul D. Woodmansee, who has been with the former Murrell Crump Advertising Company, has joined R. J. Potts & Company, Kansas City agency.

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High Speed Sales School

Four Weeks of Intensive Training, and Then G-E Gives Diplomas to Sales Engineers

By Arthur C. Roy

Advertising and Sales Promotion Manager, Air-Conditioning Division, General Electric Company

AS he is defined and described by the air-conditioning department of the General Electric Company, a sales engineer is "that happy combination of a man who can correctly handle the engineering proposal up to the signing of the order, with only general assistance from the engineering department; at the same time he is sufficiently sales-minded to present the outstanding engineering feature in such a way as to excite, in the mind of the prospective buyer, a desire for ownership."

Few sales engineers are born that way. They must be made. And thus G-E, engaged in the task of selling an engineered product—and particularly a product whose prospective purchasers know but little about the product's characteristics or potentialities—confronts a training problem fairly common in industry.

By other companies the problem has been attacked in various ways; but, generally speaking, each of these other methods has been predicated upon an advantage in time. Other methods have been thorough; but in these other instances, seldom—if ever—have circumstances demanded thoroughness plus speed.

At headquarters in Schenectady, G-E's air-conditioning department sent more than 200 salesmen through a training course in sales engineering, equipped each man mentally to sell air-conditioning to prospects who needn't know a B.t.u. from a slide rule—and we wound up the educational job in four weeks flat.

Why the speed? Because we believe that the air-conditioning opportunity is tremendous. The market is in the making. And we owe it to ourselves to be adequately prepared.

The industry is young—General Electric's air-conditioning department is not yet three years old. In August, 1932, we went on the market with an oil furnace and with air-conditioning for winter. Having expanded our activities rapidly, we now offer oil and gas furnaces, and air-conditioning for winter, for summer, and for the year around.

Can "Tailor-Make" 3,000 Combinations

Out of about 100 standard assemblies we now can "tailor-make" more than 3,000 combinations. We are ready to air-condition anything from one room to the biggest building yet erected, or the biggest building yet visualized in the imagination of an architect.

But we sell, not products, but results. Broadly speaking, air-conditioning is a specialty; but, in our view, it cannot be sold, successfully, with specialty selling methods.

Having established the need—and establishing the need is the task, of course, of pure salesmanship—the salesman's next step is an engineering study. To answer the prospect's inevitable question, "How much is this going to cost?"—and, indeed, to carry forward the process of the sale—the salesman must define the problem in terms of

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US LAUNDRY SOAP

for Lipstick

SUPPOSE you owned a department store, and a woman came in thinking about some bottles and jars for her dressing table.

Would you offer her laundry soap instead? Even if no finer soap existed?

Or suppose you were editing a magazine and had just excited your readers with a story on make-up secrets.

What products could be most successfully advertised at this minute?

In one magazine—McCall's—her reading appetite and your advertisement do not conflict. Beauty articles in McCall's **STYLE & BEAUTY** whet her appetite for your cosmetic advertisement. Household management ideas in McCall's **HOMEMAKING** put her in the mood for your laundry soap advertising. Romance and fiction in McCall's **FICTION & NEWS** create the right mood for your advertising on the pleasures of life. Your advertising is correctly *timed*.

Are you capitalizing this great department store merchandising influence? During 1935, millions of women will go into the leading department stores of the country and buy millions of McCall patterns. As a result, over \$100,000,000 worth of materials will be sold, not to mention notions, new hats, shoes, hosiery, lingerie, corsets and accessories. And opportunity is afforded for the sale of many other items to which these women are exposed in the course of such shopping expeditions.

Do you sell electrical appliances? During 1935 the leading utilities will be merchandising McCall's new series of "consumer-proved" elec-

trical articles to their customers. Written by such outstanding home economists as Ada Bessie Swan of the Public Service Corporation of New Jersey, Fern Snider of Georgia Power Company, and others, these articles will establish a new high in their authority and practical usefulness.

Here's exciting news for food manufacturers. Continuing its series of "consumer-proved" food projects, McCall's will shortly publish the results of another original consumer research of far-reaching influence regarding food tastes and preferences, based on a study involving the serving of over 2500 meals to children by McCall's Food Staff.



STYLE & BEAUTY

BEAUTY AIDS • COSMETICS • PERFUMES
HOSIERY • UNDERWEAR • CLOTHES

HOMEMAKING

FOOD • DRUGS • ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS • HOUSEFURNISHINGS

FICTION & NEWS

TRAVEL • CIGARETTES • CAMERAS
AUTOMOBILES • BOOKS • INSURANCE

McCALL'S THREE MAGAZINES IN ONE

physical laws, and, in the terms of those laws, answer it.

Consider just one factor—heat. As affecting the temperature of a room, or a house, or a floor in a building, or an entire building, the salesman must measure such influences as these: number of occupants, and their degree of activity, for, depending upon what he is doing and how busy he is, each individual gives off a varying quantity of heat; amount of electrical input into lighting fixtures; types of walls, floor, and ceiling; window expanse; door openings—and how many persons come in and go out through the doors; exposure to the cooling effects of winds and the warming effect of the sun.

Thus it becomes obvious that every sale requires either two men, one of whom is a salesman and the other a technician, or one man who combines the abilities of both.

It was that combination, multiplied to give us well-trained representation throughout the United States, that our school undertook to create.

First, we organized our "faculty." Its president was, and is, J. J. Donovan, manager of the air-conditioning department. Under him was appointed, as director-manager, Elliott Harrington, engineer of the air-conditioning department's commercial engineering division. Besides these, the staff included two assistant managers, a secretary, an equipment manager, a recreation manager, a quarters manager, eight sales-engineering lecturers, seven special lecturers, ten instructors, and ten assistant instructors.

With our set-up complete, we mailed to dealers a broadside announcement, the headlines dramatized as follows: "G-E League Prepares to Win Air-Conditioning 'Pennant'—Sends 'Pitchers' to Training Camp in January, Pointing Them to World Series of Air-Conditioning Business."

The broadside text carried inspirational messages from Mr. Donovan and Mr. Harrington. In addition, it outlined objective and regimen like this:

Objective of School

The objective of this sales-engineering school is to train dealer sales engineers in such a manner that they will obtain for the General Electric Company and their representative dealers a large volume of summer, winter, and year-around business during 1935.

This objective will be reached by giving these men all the necessary "tools" with which to work and an intimate knowledge of their uses. The course will stress the product, its proper applications and sales features, rather than the psychology and technique of how to sell.

This is *not* a school for dealers' sales managers, but they will be admitted and enrolled where there is good reason for them to take the course.

How It Will Work

Men will enrol for a full-time course lasting four weeks. Sleeping quarters, meals, study and recreational facilities will be provided.

Recreation

One hour each day will be set aside for supervised physical instruction, including setting-up exercises, basketball, indoor baseball, bowling, pool, billiards, wrestling, boxing, rifle shooting and general physical drill.

Canteen

A canteen, with candy, soft drinks and cigarettes will be provided. *No beer or hard liquor will be allowed on the Institute premises.*

Laundry Service

Personal laundry service will be available at cost.

General Organization

The entire training course will be divided into four quarters of one week each. Each week will consist of five days of instruction, with an examination on each Saturday morning. Saturday afternoons and Sundays will be free.

A Typical Day at the School

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8:30 to 12:45 p. m. Lecture and classroom work

1 p. m. Luncheon

1:30 to 5 Instruction in laboratory and field problems

5:15 to 6:15 Physical instruction

6:30 Dinner

8 Study Hall

10:30 Taps

Dealers will see by the above that the sales-engineering school is not to be a vacation or a convention. But to the men who will attend we can promise a swell time, not only because of the valuable training, but also because of the friendships and contacts you will make and the satisfaction you will get from doing a job well.

Things You'll Learn About

1—The General Electric Company; 2—the air-conditioning department; 3—physiology of air-conditioning; 4—product design; 5—actual product operation; 6—product application; 7—methods of reducing installation costs; 8—special sales features; 9—actual field problems; 10—preparation of proposals; 11—the use of sales-presentation material; 12—the use of advertising; 13—syndicate purchases; 14—contacts with prospects; 15—general handling of work; 16—competitive equipment; 17—General Electric factory; 18—General Electric research laboratory; 19—special lectures and addresses; 20—slide-rule operation.

Some of the Special Lecturers

Owen D. Young, Gerard Swope, Dr. W. R. Whitney, Dr. W. D. Coolidge, Dr. I. Langmuir, Bruce Barton, Ward Canaday, (publicity director of the Federal Housing Administration), and G. L. Larson, vice-president of the American Society of Heating and Ventilating Engineers.

What the Men Should Bring

1—Regular winter clothing, including overcoat, warm gloves, warm cap, rubbers or overshoes, etc.

2—Gym suit, consisting of track shirt, shorts, and tennis shoes.

3—Slide rule, pencil, compass, dividers, triangle, and rule.

4—Winter-sports equipment if desired, such as skis, skates, snowshoes, etc.

Bed linen, blankets, towels, stationery, notebooks, drawing paper, etc. will be furnished.

What It Will Cost the Dealer

For each man who attends the school from his organization the dealer will pay carfare to and from Schenectady, and a nominal sum per man, which covers in full the dealer's share of the tuition, food, lodging, and all other necessary expenses at Schenectady. The balance of the cost will be borne by the General Electric Company.

Entry Blanks—Requirements

Entry blanks have been mailed separately, together with each dealer's quota of men who should attend, and details as to who is eligible. For those dealers who are unable to provide themselves with suitable men, D. W. McLenegen will inaugurate a sales-engineering personnel service to provide dealers in advance with such men. They must be attached to the dealer's staff and tuition paid *before* the school begins.

Diplomas—Pins

Diplomas and pins will be presented to those who graduate. This will take place at a graduation dinner to be held at the end of the school.

Bermuda Trip

Note that the school begins at Schenectady immediately after the Bermuda trip. Therefore, any man on the Bermuda trip who is qualified to attend the school can go directly to the school and save you money on transportation charges.

The dealers' quotas ranged from one man to six men each; and the dealers were advised to select those men who were the most promising. The school's enrolment totaled 219—169 dealer salesmen and fifty men selected by G-E to be placed with dealers. Geographically, the students represented thirty-eight

States; and thirty-eight was about their average age. To house and feed them, we took over four floors of a hotel.

And how they buckled down! They came, remember, on their own time; for they're all commission-paid. They came determined to cash in on every minute of those four crowded weeks. Taps at ten-thirty didn't mean a thing. Over the transoms in the Mohawk Hotel their lights still burned at midnight. And they weren't shooting craps. At least, I never overheard a crap game in which the players talked in words that came out of an engineering data book.

Here, in highlighted outline, are the subjects they waded through in the classrooms and in the field and laboratory work:

Classroom instruction: air and water vapor, heat transmission, flow of fluids, sound, methods of rating, air-conditioning standards, fuels and combustion, mechanical equipment, code requirements, use of tables, application surveys, heat gain, heat loss, choice of systems, design, calculations, special applications, costs, sales features, advertising, sales material, syndicate purchases, and competitive equipment.

Product instruction: oil and gas furnaces, AA3 air-conditioning, AA3 cooling attachment, condensing units, room coolers, room air-conditioners, unit room air-conditioners, air circulator, water circulator, heat control, air-conditioning measurements, refrigeration piping, water coolers, cooling towers, motor control, central plants, thermostats, humidistats, dew-point control, G-E research laboratory, G-E factory.

Field problems (on which they went out to actual buildings):

No. 1, single room; No. 2, entire building; survey; calculation; proposal; presentation.

Particularly interesting to me, of course, was the session devoted to advertising. First, we told the students, broadly, the story of advertising economics. We outlined the general objectives of G-E advertising. And then we took them down to brass tacks. We dissected specific G-E advertisements. Why this headline? Why this copy appeal? Why this illustration? We told them about the results of tests. We left them, I'm sure, with a heightened respect for advertising and for the care and study that go into it.

And now what of the follow-up? The consequences are certain to be interesting and helpful. Just as does the annual Bermuda cruise for quota makers, so did the school serve to bring the men closer together in spirit. To each of them it imparted the realization that each is something more than a cog in a machine. Each was brought to feel that he is a living entity in a big group that is going places. So much—although much more could be said—for morale.

On the score of sales education, this first school at Schenectady has produced a body of alumni, who, going back to their dealer organizations from coast to coast, are to serve as instructors in a correspondence course with which we aim to train a growing number of men.

Inevitably, we shall see beneficial effects in sales. Our men will be better equipped truly to educate the public and to serve it, and better equipped to sell. Thus, as we see it, everybody gains—the consumer, the salesman, the dealer, and the General Electric Company.

* * *

New Account to Kelly & Stuhlman

The Oval-Acquin Company of St. Louis, manufacturer of Aquin tablets, has placed its advertising account with Kelly & Stuhlman, Inc., St. Louis agency. A newspaper campaign is now under way in a number of cities throughout the Middle West, with radio also being used in selected cities.

G. V. Rumage Elected

George V. Rumage, of New York, for fifteen years with the F. A. Owen Publishing Company, Dansville, N. Y., has been elected to the board of directors of that concern. He will continue in his present capacity as Eastern advertising manager of *The Instructor*, published by the Owen organization.



Just another indication of the reader interest which is the foundation and the guarantee of results for advertisers.



MEMBER OF THE UNITED PRESS... AUDIT BUREAU OF CIRCULATIONS, THIS WEEK, METROPOLITAN SUNDAY NEWSPAPERS and of MEDIA RECORDS, INC.

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in **Pittsburgh**

Ad in the World

IN ADVERTISING VOLUME

Authority, Media Records



e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

**NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY**

**CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA**

ALL IN FAVOR, SAY

AYE!

Advertisers are in agreement that the news-magazine field is the most productive advertising factor developed in the past decade.

Two years ago, the market consisted of 400,000 families. Today it embraces more than 600,000 families — cream of buyers.

NEWS-WEEK alone registered a circulation gain of 100% during 1934 — achieving a guaranteed net paid circulation of 100,000 readers.

It is obvious on the basis of the above figures that the news-weekly field cannot be covered completely without the use of NEWS-WEEK.

NEWS - WEEK

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I See Where . . .

REPRESENTATIVE WILLIAM F. BRUNNER, New York, introduces H.R. 6224 to allow 2-cent postage on first-class matter mailed for delivery wholly within a county of 1,000,000 population or over, while Representative Robert L. Bacon of New York introduces H.R. 6514 to provide for 2-cent rate within confines of any incorporated city and "to continuous cities." . . . Supreme Court, according to *New York Times*, indicates dismissal of suit challenging Oregon law prohibiting advertising by dentists . . . A. S. Prall succeeds E. O. Sykes in chairmanship of Federal Communications Commission. . . . South Carolina Legislature gets bill to legalize advertising of alcoholic beverages, while Michigan, according to *New York Journal of Commerce*, rules against use of cocktail recipe books distributed by distilleries for retail stores. . . .

Total number of unemployed workers in January, 1935, was 10,142,000, according to National Industrial Conference Board. . . . U. S. Circuit Judge Faris in St. Louis rules Congress lacks power to fix wages and hours for intrastate business in case involving NRA. . . . Michigan Supreme Court upholds constitutionality of State's chain-store tax. . . . Congressional Intelligence, Inc. poll on S. 1807, AAA amendments, reveals 47 Senators favorable, 23 unfavorable, 14 uncertain and 2 absent. . . . Purchase of advertising space in benefit programs "if the purchase is in effect a gift to or favor for any performer"; or purchase of advertising "intended to puff, flatter, compliment or exploit any performer, singer or orchestra leader" forbidden by Music Publishing Industry code. . . .

Hearing March 25 and 26 on proposed amendments to codes for retail and wholesale tobacco trades designed to replace present emergency price determinations. . . . N.I.R.B. issues memorandum clarifying functions of Industrial Appeals Board. Ask for NRA Release 10368. . . . National Industrial Conference Board issues pamphlet, "Salary and Wage Policy, 1933-1934," giving results of nation-wide survey to determine changes in salaries and wages since introduction of codes; of 717 manufacturing concerns queried 41% have increased executive salaries, 63% non-executive salaries, and 88% wage rates. . . . N.I.R.B. announces conditional approval of code for graphic arts industry in Hawaii, including newspaper publishing, electrotyping, photo-engraving and printing. . . .

Index of prices of farm products up 4 points and purchasing power up 2 points during month ended February 15 with farm price index 111 and purchasing power 87 calculated on a five-year pre-war base of 100 according to Bureau of Agricultural Economics, while Alexander Hamilton Institute reports January farm cash income \$498,000,000 as compared with \$485,000,000 in January, 1934, with income from the marketing of farm products totaling \$428,000,000 this year as against \$425,000,000 last year and Government benefit payments \$70,000,000, as against \$60,000,000. . . .

Industrial output increased further in January, little activity in building industry, wholesale commodity prices advance considerably during

January and first half of February according to Federal Reserve Board. . . . Wholesale commodity prices rose during week ending February 23 to 79.6% of 1926 average, highest level during last four years, says Bureau of Labor Statistics. . . . March industrial volumes will compare favorably with February, but index of production will record a moderate decline after allowing for normal seasonal increase, comments Standard Statistics Company. . . . Value of factory output cannot be maintained at as high level as was reached in January; preliminary reports indicate rise halted in February and probable that recession will soon be in progress, says Alexander Hamilton Institute. . . .

Business in Canada, according to McConnell & Fergusson Monthly Index, registered 19.9% below normal; first time since August, 1931, that index has been above the 80% mark. . . . *Review of Reviews* index of general business for week ended March 2 registers 62% of 1919-1931 normal compared with 64% as of February 9 this year and 66.6% at 1934 high last May. . . . *Business Week* index 61/7 against 62/8 preceding week, 63/7 year ago and 69.4 average 1930-34. . . . March issue *Burroughs Clearing House* contains article telling how St. Louis Union Trust Company is building public confidence through advertising. . . . Business failure according to *United States News* reached peak in 1932 with 31,822. February, 1935, shows 1,005, lowest since 1920.

G. M. S.

Frey Agency Appoints

Henry C. Klein, for the last two years with the Columbia Broadcasting System as program producer and director of the Chicago continuity department, has joined the Charles Daniel Frey Company, Chicago agency, as director of radio. Previous to joining CBS, Mr. Klein for three years wrote and produced programs for the J. Walter Thompson Company.

L. F. Triggs, formerly director of radio of the Frey agency, has been appointed director of the copy department.

Joins Stack-Goble

Elizabeth Stubbs, formerly with the Hutchinson Advertising Company, Minneapolis, has joined the copy staff of the Stack-Goble Advertising Agency, Chicago. Prior to her connection with the Hutchinson agency, Mrs. Stubbs was for a number of years with Aubrey, Moore & Wallace, Inc., Chicago.

Capelle with Alka-Seltzer

Oliver B. Capelle has resigned from the staff of Fuller & Smith & Ross, Inc., Cleveland, to become sales promotion manager of Dr. Miles Laboratories, Inc., Elkhart, Ind., maker of Alka-Seltzer.

Quigley to "Physical Culture"

Vernon Quigley, formerly with the Tower Publications and the *Chicagoan*, has joined the sales staff of the Western office of *Physical Culture*.

Campaign for Wax-Rite

The Vestal Chemical Company, St. Louis, has appointed the Shaffer Brennan Advertising Company, of that city, to handle all of its advertising on Wax-Rite, a self-polishing floor wax. Newspaper copy will be used in a number of cities during the latter part of March and throughout the months of April and May. Radio may also be used. Ray C. Stricker is the account executive.

Heads Ridgway Radio

Mrs. M. D. Corbett, president of the M. D. Corbett Advertising Agency, St. Louis, has joined the Ridgway Company, advertising agency of the same city, as advisory director of its radio department.

Macfadden Advances Shomo

Ernest Shomo, formerly with the Chicago staff of *Physical Culture*, has been advanced to a position on the Chicago advertising sales staff of *Photoplay*.

New Account to Ayer

The Western Saving Fund Society of Philadelphia has appointed N. W. Ayer & Son, Inc., as its advertising counsel.

Street Railways Name Bolté

Guy Bolté has been appointed advertising director of the Street Railways Advertising Company, New York.

Departed Trade-Marks

Amendment to Law Would Clear Patent Office Debris and Minimize Danger of Infringement

By Isaac W. Digges

Of the New York Bar

THE words "Registered U. S. Pat. Off." constitute a well-known phrase. As a reader thumbs his way through the pages of almost any periodical, he finds the phrase in juxtaposition to many emblems that have become familiar objects in the household of the consumer, or in the show window of the merchant.

To the casual observer it would seem that there is no limit to the number of usable trade-marks at the command of American businesses.

The facts, however, are at variance with the presumption!

While it is true that the trade-mark division of the United States Patent Office is the repository, and is officially cognizant of the existence of hundreds of thousands of such marks, and that within its archives are stored away almost as many registered marks as there are people in the combined cities of Richmond, Va., New Haven, Conn., and Trenton, N. J., it is equally true that, of this army of registrations, only a very limited number of trade-marks are widely used or publicized. So far as the great majority of registrations goes, the trade-mark division of the Patent Office is little more than a "dead letter office."

The reason for this accumulated mass of marks, the vast majority of which mean nothing to the consuming public, and little more to their registrants, is not hard to find. The Federal Patent Office, almost as old as the Government of the United States itself, has not yet completely adapted its ways to those of a fast-paced, modern industrial democracy. The fact that a mark, once registered, now pro-

cures the privilege of continued registration for a period of twenty years, without renewal until that time, is the cause of the resulting condition.

It can perhaps be asserted with safety that there are on file with the Commissioner of Patents more than 100,000 marks which are not being used and will never be used by their registrants. Those marks, many of which have been forgotten long ago by those who registered them, have no real or legal value; for the right to a trade-mark does not exist as a mere abstraction. The registered mark is not subject to protection as property except as an incident to the business with which it is associated, and the right to its exclusive use arises from its prior use and not from the mere fact of its registration. Registration is merely *prima facie* evidence that the registrant is the owner of the mark. That presumption always can be overcome by proof to the contrary.

An Expense and a Hardship to Business

The present state of affairs in the Patent Office is causing expense and useless hardship to legitimate business. It encourages unscrupulous or cantankerous persons who have no intention of making practical use of their marks, to bring pressure to bear upon those who do wish to make immediate and effective use of distinctive symbols which may come in conflict with prior registrations. It would, therefore, seem appropriate and fitting for those engaged in the advertising business (for they are the ones most vitally interested) to ask for a common-sense revision

of the present procedure that would bring relief to legitimate enterprise.

At first blush, it might appear that the task of modernizing the trade-mark statute, and thereby permitting an improvement in the *modus operandi* of the Patent Office, properly should lie within the domain of the lawyer rather than within the province of the layman. That would be true were it not for the fact that a special committee of the American Bar Association has labored for ten long years, and more, in ineffectual attempts to bring about a complete revision of the trade-mark law. Their scientific, intelligent and comprehensive efforts have been of no avail, because they were thought to represent the wishes of craftsmen of the "trade," who, in the opinion of the Congress, had a special interest to serve. An element of professional propriety likewise has been injected into the battle by a small group of lawyers, who, having sinecures to protect, have set out to protect them at the expense of efficient service to American business.

After a consideration of the experience of the committee of the American Bar Association, we have concluded that a far-reaching revision of the existing statute, and the procedure thereunder, is not a practicable nor feasible undertaking at this time. Nevertheless, we believe it is possible to reconcile at least one obvious conflict between the law and logic in the interest of sound sense and prompt action.

We submit that a registered mark, on file with the Commissioner of Patents, should be permitted to perpetuate itself only as an incident of its continued use, provided the manufacturer or entrant of the mark is given a reasonable time in which to make up his mind as to whether he wishes to use it or abandon it. Five years assuredly is a reasonable period for such determination. The present statutory period of twenty years is entirely too long.

The amendment suggested is that three months prior to the ex-

piration of the five-year period following the date of registry, the Commissioner of Patents shall mail notice to the entrant of the mark, or his successor in interest, advising the entrant, or his successor of interest, that the period of original entry is about to expire.

Upon receiving such a notice, it would be incumbent upon the entrant of the mark, or his successor in interest, to execute an affidavit, in form prescribed by the Commissioner of Patents, to the effect that the mark of the entrant was still in use, in order to secure continued registration. So as to provide a degree of flexibility, a period of grace, of perhaps three months after the expiration of the five-year period, might be allowed those persons who are able to show a sound reason why they did not act within the time allotted, coupled with a small penalty for tardiness. At the expiration of each succeeding five-year period a similar procedure would be followed. A small renewal fee, to cover the additional cost placed upon the Patent Office, would be perfectly proper and equitable.

Benefits of Such an Amendment

The adoption of such an amendment would, in time, clear away the debris of departed marks, lessen the tax upon the ingenuity of new registrants, and greatly minimize the danger of unconscious or unintentional infringement of a competitor's mark.

This specific recommendation has been advanced in the interest of increased efficiency. No attempt is made here to touch upon the question of completely overhauling the present law, which many seem to feel is desirable. The single proposal set forth is one upon which all in the business of advertising might well come together in a joint appeal for remedial action, an appeal which assuredly should not fall upon barren soil, because there can be no possible imputation of partisan motive or ulterior purpose in the proposal.

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Packaging Highlights

Container Technique and Its Relation to Merchandising, as Told at Management Association's Conference

PRACTICAL, shirt-sleeve analysis of packaging problems—from production line to pantry shelf—was the keynote of the Fifth Packaging Exposition and Conference of the American Management Association at Chicago last week. An exceptionally strong line-up of speakers was on hand to pace the discussions.

The four-day meeting was divided into four phases, with one day devoted to each. The opening session, March 5, was designated as "progress day," in which were presented round-up reviews of recent developments and possible future directions of packaging technique. The second day was given over to marketing, the third to production and the fourth to materials.

Formal presentation of the Wolf Award and the A. M. A. Awards for this year took place at the annual banquet. Irwin D. Wolf, secretary of the Kaufman Department Store, did the honors for the award of which he is donor; L. R. Boulware, general sales manager, Easy Washing Machine Corporation, for the others. The exposition, an annual feature, consisted of product and machinery exhibits of seventy-five companies.

Here are a few random highlights extracted from some of the leading addresses:

Paul S. Willis, president, Associated Grocery Manufacturers of America:

"These are questions the wide-awake food manufacturer asks before embarking on the worry-laden task of re-styling:

"Is competition getting tougher? Has someone in the organization discovered a new and more convenient carton or bottle which the housewives will welcome? Will the new package have such an air of charm and quality that women will be happy to take it out of the

kitchen and place it on the dining-room table? Have women been having trouble opening or using the new package? Does the old package look shabby and nondescript on the grocers' shelves? Does it have a smeary, finger-stained look which is incompatible with a food product? Is its color scheme unpleasant? Is the present package too much like those of competitors? Will a modernizing of the product and a new package, complimentary and temptingly suggestive of the product, help revitalize sales figures?"

* * *

Gilbert P. Farrar, typographic counselor, American Type Founders Sales Corporation:

"Some manufacturers go to the extreme of taking off the package everything except the name of the product and the slogan or major selling point. Then they put all the minor selling points, or the various uses of the product, in a small booklet or folder and fasten this to the main package, or enclose both package and enclosure in a carton. When the copy is reduced to just the name and the slogan, both are often repeated on the back panel. This is done in order that, regardless of how the dealer places the packages on his shelves, the product name will face the prospect.

"From my observation it is much better to make one package of the merchandise and its selling points, even at the expense of using the back panel of the package as well as the side panels for the minor copy, and trust that the clerk will put the main front panel of the package out as he stacks the package on the shelves. The back panels will not have to be used very often. When a good salesman for the product sits down with a good copy writer—both with the

RECORD for FIRST THREE MONTHS of 1935

● **LARGER VOLUME Than Any Similar**

Period Except the Peak Year 1931

● **23% Ahead of 1934—AND 1934 WAS
49% Ahead of 1933**

● **BIGGEST MARCH ISSUE Since 1930**

~~● **HIGHEST MARCH ISSUE SINCE 1930**~~
MONTHS of Substantial Gains

• BIGGEST MARCH ISSUE Since 1930
• FIFTY-FIFTH ANNIVERSARY 1935
MONTHS of Substantial Gains



In the first three months of 1935, advertising volume in THE PROGRESSIVE GROCER was close to its peak year.

Last year business ran 49% ahead of 1933, and on top of that, volume for the first three months of this year is 23% ahead of 1934.

Old advertisers are back again — regular advertisers are running increased space. New advertisers are coming in.

Through THE PROGRESSIVE GROCER, with its circulation of 75,000, food and grocery manufacturers are reaching the greatest, most active and most responsive army of retailers and wholesalers in the entire grocery field.

The Progressive Grocer

TRADE DIVISION — THE BUTTERICK COMPANY

BUTTERICK BUILDING, N. Y. • MALLERS BUILDING, CHICAGO • HOBART BUILDING, SAN FRANCISCO

idea of being as brief as possible in the minor copy—the two side panels of any package will usually be quite ample. When they are, I am in favor of repeating the front copy on the back panel.”

* * *

George F. Pond, Western sales manager, Pneumatic Scale Corporation, Ltd.:

“The manufacturer of packaged goods is right, I believe, in making the maximum effort to improve the design of his carton, bottle or container, using all of the new engaging forms of printing and color, and employing the best designers for the work.

“However, I do sound a note of warning against the many odd shapes of packages with which we are frequently confronted. These abrupt changes from the standard throw a burden onto the manufacturer, no matter which way he wishes to turn in spending the money for the necessary machine development. Special machines made at the package manufacturer's plant are costly, and if not closely supervised, run up amounts of money that are prohibitive of the installation, with frequent abandonment. Unless the product to be packaged is a very special one, the packaging of which gives the manufacturer a striking advantage in his market, he is best served, I believe, by adapting his package to a standard machine, or a standard machine with changes.”

* * *

Francis Chilson, consulting production engineer:

“I wish to summarize the steps by which a packaging program can be made to achieve the utmost benefit from a production as well as a merchandising standpoint. The first rule is that no re-design program should be undertaken without consulting the production man actively engaged in running the plant. Let him have dummies if possible, so that he can carefully check each and every packaging operation through which the package will have to pass. If he is doubtful about any point or if new equipment is to be bought, let him go over the matter carefully and thor-

oughly with equipment builders.

“The second step is to eliminate unnecessary packaging materials. The third is to standardize shapes, sizes and types of packages. The fourth, if necessary and desirable, is to eliminate some of the packaging operations.”

* * *

Oliver F. Benz, director of sales, Du Pont Cellophane Company, Inc.:

“What does the public think or know about packaging materials? Do the carriers really help the customer to select and evaluate the product? They should, through attractiveness, convenience, ease of usage and identification—not only brand identification, but ‘quality’ identification as well.

“Makers of packaging materials should remember that the American public is growing more discriminating. People are using greater discretion in buying each day. They have a long way to go, but do not discount the advances they have made in recent years.

“A recent article in *PRINTERS' INK* indicated an educational movement in which we are vitally interested, and that is the formation of a dozen or more large consumer groups with hundreds, if not thousands, of separate units who today are studying scientific consumer purchasing. Some effort needs to be made by the materials manufacturers to see to it these groups are apprized of the value of them of the particular carrier the producer is using on the product they buy.”

* * *

J. D. Malcolmson, Container Division, Robert Gair Company, Inc.:

“If we are agreed that higher speed freight trains and wider use of motor trucks means an increase in the hazards of transportation, we must recognize the need for a new knowledge regarding shipping containers and a new technique in studying damage and in constructing boxes that will prevent this damage. Inasmuch as most damage is to the contents, and often concealed, we have to depend almost entirely on the ability of the outer container to protect the con-

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tents as well as to hold them together during the vicissitudes of transit and handling.

"The obvious remedy is to make the outer container stronger, heavier and more expensive. This, however, is weak and faulty engineering. The only real and scientific answer is a study of the present container, with a view to diagnosing the weak points and building them up—if possible by improved design and workmanship rather than by increased weight."

* * *

F. C. Chase, E. R. Squibb & Son:

"I feel we can in the packaging industry develop, step by step and phase by phase, methods whereby the lowest costs and the greatest flexibility can be achieved and thereby help to increase our markets by adjusting downward our list prices and by enhanced values. The adjustable machine fits in with such a program for perfectly obvious reasons. Its flexibility permits re-styling and, at the same time, gives the factory an opportunity to adjust production schedules and maintain reasonable inventories; all without 'taking it out' of the pocket of labor which, in the aggregate, is the package industry's own customer."

* * *

William Guyer, sales promotion manager, Seagram Distillers Corporation:

"The physical appearance of a bottle is not the whole story of packaging. The design of the label which appears on the front of the bottle is the real highlight of the package. It is here that a distiller can individualize his package absolutely and avoid any confusion that may come about when his bottle is copied by another or very closely imitated.

"A distinctive label requires infinite patience in development and critical censorship of design. Many elements must be considered. If the bottle is long the label must conform to that shape; if the bottle is squat in appearance the label must be squat; and if the bottle is oblong the label must also be oblong. You know as well as I do that many a beautiful bottle has

been ruined because there has been a lack of appreciation of the proportion of the label to the bottle and the real message of the distiller is lost because it is hard to look at and to read."

* * *

Egmont Arena, director, Industrial Styling Division, Calkins & Holden:

"The charting of changing human trends rather than the recording of static facts, then, becomes the greatest new development in research progress. Have you ever seen the Automobile Color Index, published by Du Pont, Duco Division? That shows the color preferences of automobile buyers over a number of years. The most interesting facts stand out. For instance, in 1929 people were buying bright colored cars—reds and yellows were well up. During the depression black was the leading color. Even today the darker hues are grudgingly giving way to the novelty metallic colors.

"In women's fashions you mark similar well-defined color trends. The silk and cotton and rayon people have charts that a color engineer ought to be watching. Those will give him a much truer idea of what colors people are going to like next year than he will ever get by spinning harmonious colors on a color wheel.

"Let's make a chart of how a good consumer engineer works.

"1. He gets his facts, and I don't mean by that that he asks people's opinions as to what they think. He records only their actions.

"2. He charts his facts to get direction, trend, direction of movement, and a prognostication of the next most probable state of public taste.

"3. He builds, with his imagination upon the moving facts, and develops a plan of action which will capture tomorrow's business. This is the creative part of the job.

"4. He checks his sales plan by pre-tests of consumer acceptance under actual selling conditions, makes needed corrections, and then, when he is sure he is right, he puts his plan into action."

Well, Maybe So

PINAUD, INC., announces: "Yielding to demand on the part of American women, Pinaud, perfumers, after thirty years or so of stressing masculine specialties primarily, are going back to feminine appeal."

The move, it appears, is not a departure, but a return; for, until a generation ago, the seventy-year-old house was known largely for its women's products.

Of course, Pinaud will continue "to serve masculine elegance with Eau de Quinine"; but several other products, particularly Lilas de France and Six-Twelve Pomade are to be presented "from the feminine viewpoint."

The announcement goes on: "Within a few months, the French barber with the pointed mustaches and the insinuating *moue*, a landmark of the American barbershop for decades, has completely disappeared from the picture.

"The Pinaud radio program, the 'Lilac Time' revue is shaped to appeal to a feminine as well as a masculine audience; but the forthcoming program, to go into effect in March, will be exclusively feminine in appeal."

The reason, explains Marcel Michelin, Pinaud vice-president, "is simply the old, familiar story. Woman, eternally on the prowl for new and better aids to beauty, discovered—or re-discovered—that the products on Husband's shelf in the medicine cabinet really did for her as much as, if not more than, they did for him."

For her eyelashes and eyebrows, Madame has been buying Pomade Hongroise, which used to be

considered only a mustache wax; and, in search of a skin tonic, she has been going strong for Lilas de France, which long was looked upon as a lotion to be applied after shaving.

All of which, of course, is understandable. Here, however, is an angle that may puzzle other



merchandisers. In March Pinaud will bring out new display material, including a poster. Displays and poster, Pinaud insists, have been designed to appeal exclusively to women.

Shown above is the poster's picture.

Feminine appeal? Well—perhaps.

Cruver Elects Livingston

Chas. C. Livingston is now vice-president and general manager and a director of the Cruver Manufacturing Company, Chicago, manufacturer of fly swatters. He formerly was general manager and before that sales manager. Curtis L. Cruver, Jr., has been made a director of the company in charge of production.

NBC Names Tuthill

D. S. Tuthill has been appointed assistant managing director of the National Broadcasting Company's Artists Service, New York. He will continue to direct the actual work of the sales, sales promotion and general departmental personnel and will co-ordinate the activities of the management division with those of the sales division.

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Homes
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TOWN & COUNTRY

● . . . the three "firsts"

in the American Market for

those who sell to discrim-

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**THE
STUYVESANT
GROUP**

LAURENCE A. WEAVER
Director Group Sales

572 MADISON AVENUE, NEW YORK CITY

Celebrating its 29th Consecutive
STREET CAR ART
The **W^m WRIGLEY CO.**

Signs the largest individual contract
 ever written to advertise
 a single product (chewing gum)



STREET RAILWAYS ADVERTISING COMPANY
 220 West 42ND STREET, NEW YORK
 Collier Service offering complete Unit Coverage

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That's
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THE AMERICAN HOME GAINS 25% OF TOTAL

Thirty-four general magazines gained a total of 50,869* lines in March as against last year. Of this, THE AMERICAN HOME gained 12,715 lines.

In other words, THE AMERICAN HOME carried 25% of the total gain in the March issues of these thirty-four magazines.

Are you taking advantage of this active market?

THE AMERICAN HOME

NEW YORK
SEATTLE

CHICAGO
SAN FRANCISCO

BOSTON
LOS ANGELES

P.S. Circulation is forging ahead. 600,000 net paid for April. Present rates based on a half million.

*Source: National Advertising Record

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P. I. Advertising Index

Newspaper and Magazine Figures for February, 1935
Register Gain Over 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR February, 1935, the newspaper index stood at 73.2 which is a decrease of less than 1 per cent from January, when it was 73.5.

This represents the change in February newspaper lineage from January after correction was made for the number of days in the month, and for the regular seasonal change. Actual lineage for February was 3 per cent below January, because February is a short month. However, after the figures for both months were put on a thirty-day basis, and corrected for the normal seasonal fluctuation, the indexes were approximately the same.

The February index also shows that newspaper advertising is 5.7 per cent over February a year ago.

An explanation of the construction of this index appeared in *PRINTERS' INK* January 24, 1935.

The Magazine Index for February is 77.7, representing practically no change from January when it stood at 77.8. Actual magazine lineage increased by about 13 per cent, but February normally shows an increase of this amount over January, so that after seasonal correction is made, the index remains practically unchanged.

As compared with February, 1934, the index showed an increase of 12.9 per cent. This is a slightly smaller increase than occurred in January as compared with the same month in 1934.

February magazine lineage represents lineage in February weeklies and in March monthlies.

For an explanation of the construction of this index, see *PRINTERS' INK* of January 17, 1935.

The newspaper and magazine charts appear on pages 78 and 79.



Covert to Griswold-Eshleman

Seward A. Covert, formerly with the *National Petroleum News*, and, at one time, in the advertising department of the Cleveland Trust Company, has joined the Griswold-Eshleman Company, Cleveland, as an assistant account executive.



IBM Advances Roy Stephens

Roy Stephens, sales manager of the tabulating machine division of the International Business Machines Corporation, New York, has been promoted to the newly created position of director of sales promotion.



A. B. P. Sets Dates

The annual spring conference of The Associated Business Papers, Inc., will be held at The Homestead, Hot Springs, Va., on May 4 and 5.

Appoints Friend-Wiener

The National Canary Farm, Ozone Park, N. Y., has appointed the Friend-Wiener Advertising Company, Inc., New York, to handle its advertising. Newspapers and magazines will be used to develop the sale of canaries for breeding purposes.



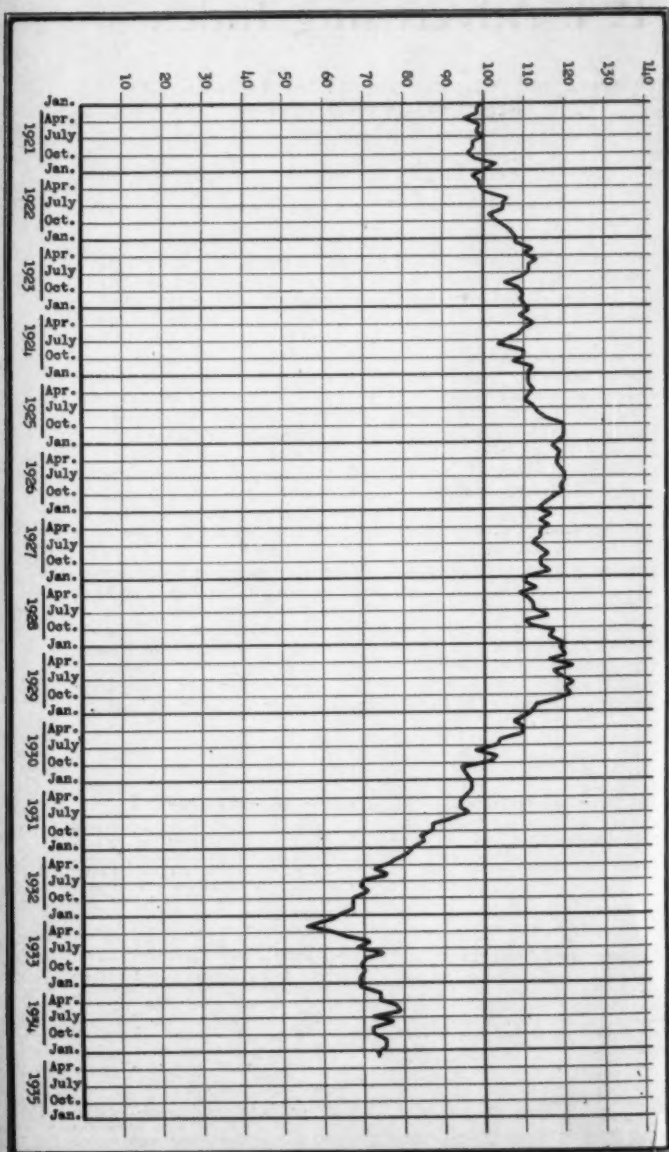
Joins Albert Frank-Guenther Law

Joseph Aspinall has joined Albert Frank-Guenther Law, Inc., New York, as an account executive. He was formerly with Atherton & Currier, Inc., and Smith, Sturgis & Moore, Inc., New York agencies.



Al Rose with WMCA

Al Rose has joined radio station WMCA, New York, as sales promotion manager. He formerly was with station WOR and previously had been with the McGraw-Hill Publishing Company.

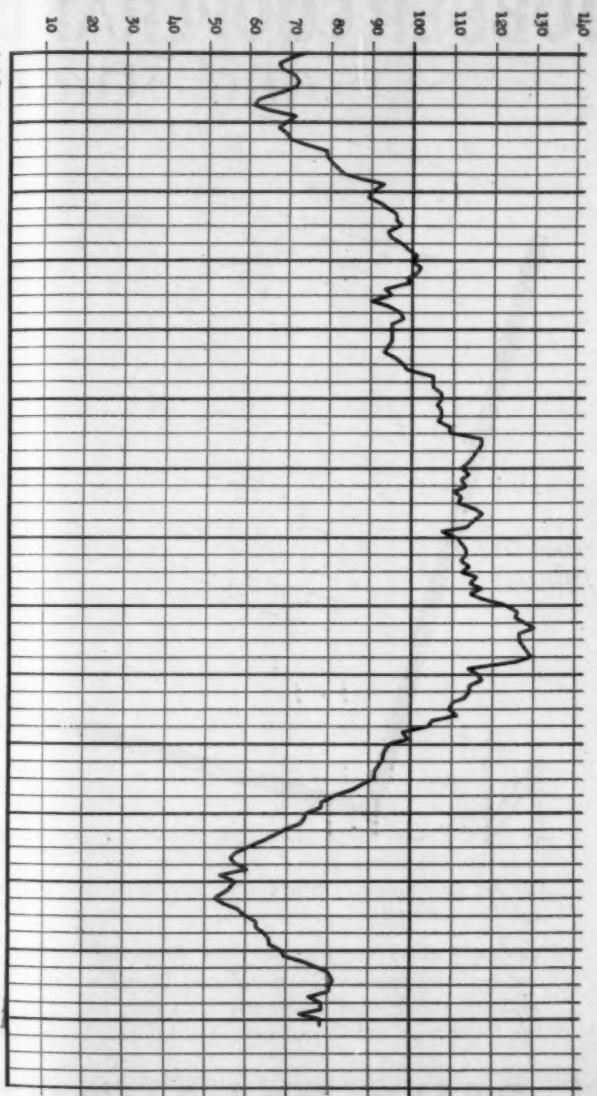


100 = MONTHLY AVERAGE 1923-1935 INCLUSIVE
Corrected for Seasonal Variation

MONTHLY INDEX OF MAGAZINE ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation



100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation

DEALER COOPERATION

Right down the Line

Veazey Drug Co.
85-87 N. W. 10th St. - Tulsa, Okla.

PRESCRIPTION DRUGGIST
OKLAHOMA CITY

February 9, 1935

Mr. J. L. Haysom
Oklahoman and Times
Oklahoma City, Oklahoma

Dear Mr. Haysom:

For more than a quarter-century, the Veazey Drug Company has been serving and growing with Oklahoma City. During that period, we have seen many products come into this market -- some to pass rapidly out of the picture, others to remain and to grow in consumer acceptance and sales volume.

It has been our experience that those products which have been most successful in Oklahoma City are the ones which have been backed by Oklahomaan and Times advertising.

Your newspaper wield an influence among consumers that is reflected in our sales of any product advertised in them. For that reason we are always glad to welcome such products to our stock, and to tie-in with the campaign of the manufacturer in our own advertising.

It is, perhaps, unusual for a retailer to make this kind of statement to a newspaper. As fellow promoters in this market, however, there is a bond of sentiment between our organizations that makes us happy to acknowledge the fact that your newspapers have had, and are having, a part in the continuing growth of our business.

Cordially yours,
VEAZEY DRUG COMPANY

L. Haysom

*from the
Retailer*

a program from the Oklahoma
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use:

Oklahoman and Times carry a product's sales story into more than 9 out of every 10 Oklahoma City homes -- into 62% of the homes in the retail trade territory. Campaign schedules in Oklahomaan and Times turn jobber, broker and retailer indifferent into enthusiasm. The Oklahomaan and Times start something merchant can feel. They translate advertising into sales.

OKLAHOMA CITY TIMES

Mr. Lang Answers Questions

Invents a New—and Refreshing—After-Speech Procedure and, Subtly, Lays a Moral Before Merchandisers

WHEN Chester H. Lang, president of the Advertising Federation of America and publicity director of the General Electric Company, addressed the opening meeting of the Sixth Annual Advertising Exposition—under the auspices of the Advertising Club of the Columbus Chamber of Commerce—he invented a variation of the question-and-answer procedure that usually follows such a speech and, in the process, spread upon the records a merchandising moral.

Opening his talk, Mr. Lang said: "My only clue as to an appropriate subject for discussion today was conveyed to me in a letter that said, 'The group at luncheon will consist of advertising men, who are interested in specific advertising problems, and business men, who are interested in a review of general business conditions.'"

And that, Mr. Lang allowed, was a large order. But he sailed into it. He discussed advertising—not the technicalities of color, or of photomontage, or the issues of agency compensation, but the opportunity that advertising confronts, the obligation it must discharge.

In the process, he said, advertising could remain honest without stifling its imagination. To sell an electric refrigerator an advertiser may appeal to pride of possession. To touch the senses, he even may print a portrait of a bowl of out-of-season strawberries. "Those, and a dozen other attractive claims he may honestly advance without telling the reader that the mechanic who puts on the hinges beats his wife, or that the native who gathered the rubber for the gaskets once had smallpox."

And as for advertising's obligation: "It's our job to sell goods. You and I know that good advertising is an economical and efficient way to help sell goods—that it

shortens the time between invention and use and that thereby it speeds the development of industry and puts men and capital to work. . . .

"Advertising men must be exponents of plenty. They may never accept the attitude of the defeatist.

"Our efforts, if we are to be worthy of our profession—the trade we practice—must be directed wholly toward hastening distribution, rather than retarding production.

"It's the only road to economic happiness. In this cycle of distribution, advertising, low-cost selling tool that it is, can play a tremendously important part.

"As advertising men, let's be sure that it does. As business men, to whom advertising is but one function in the machine, let's be sure it is given the opportunity to do the job it is so economically and effectively qualified to do—help sell goods. To paraphrase electrical verbiage, let's put this great business generator, advertising, on the line."

Mr. Lang Talks Back to Himself

And then, the variation in after-speech technique:

"I ought to stop there," Mr. Lang said. "But, as you will recall, I'm expected to dispose of general business conditions in a few, concise phrases. That's a grand assignment. I'll do it this way:

"Question—Mr. Lang, what do you think of the gold decisions?

"Answer—Well, regarding gold, there are in the United States 7,000,000 automobiles aged seven years. They are dangerous and ought to be replaced. Besides, there are 2,000,000 fewer cars in service than there were in 1930.

"Question—What do you think of trade with Russia?

"Answer—In the United States

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there are 3,000,000 old and ramshackle homes, scarcely worth wrecking. Five million American families live in tenements and houses below the standard of decency. Modern housing should be provided.

"Question—What do you think the stock market trend will be?"



Form Grace & Bement, Inc.

Edward R. Grace, president of Grace & Holliday since its inception in 1922, and Austin F. Bement, formerly president for many years of the agency bearing his name in Detroit, have formed a new advertising agency, Grace & Bement, Incorporated, with headquarters in the New Center Building, Detroit.

Before opening his agency in 1924, Mr. Bement had, for eleven years, directed the activities of The Lincoln Highway Association. He leaves Erwin, Wasey & Company at Chicago to join Mr. Grace in forming the new agency, of which he will be vice-president and general manager. Mr. Grace will be president and treasurer.

Other members of the staff of the new agency will be L. C. Grace, director of research and media; Livingstone P. Hicks, art director; George M. Black and Gilbert U. Radoye, account executives and John A. McKee, secretary.



Issues Study on Number of Radio Homes

As of January 1, 1935, the total of radio homes in the United States is 21,455,799, according to a study released by the Columbia Broadcasting System. For the last five years the number of radio homes has been computed by adding the number of new radio homes to the 1930 census figure. The study, it is stated, was made because it was felt that after five years this method of computing the figure was getting too far away from the base.



Heads Greenfield Tap and Die

Colonel Frederick H. Payne, assistant secretary of war in the Hoover Administration, has been elected president of the Greenfield Tap and Die Corporation, Greenfield, Mass., succeeding Charles N. Stoddard, who will return to his law practice. Colonel Payne has been chairman of the board of directors. Donald G. Millard has been elected chairman of the board.



Tastyeast to Clements

Tastyeast, Inc., Trenton, N. J., has appointed The Clements Company, Inc., Philadelphia, to direct all of its advertising, including radio.

"Answer—In the United States there are 10,000,000 homes that have no electric lights; 9,000,000 lack bathrooms; 13,000,000 are without central heating plants; 14,000,000 have no electric refrigerators; and 10,000,000 radio sets are obsolete. Does that answer your question?"

Sea Food Campaign Released

1935 advertising schedules are being released by the San Francisco office of Emil Brisacher and Staff for the Van Camp Sea Food Company, Inc., Terminal Island, Calif., on White Star and Chicken of the Sea brands of Tuna.

Newspapers are the principal medium in the campaign, supplemented by outdoor and radio advertising. The campaigns are territorial, embracing principal markets of the country, including a number of additional points as well as increased expenditures in established markets. This marks the tenth consecutive increase in the company's appropriation.

A campaign featuring Van Camp mackerel is also being run in New York dailies and foreign language publications.



Presents Volume to Library of Congress

A leather-bound volume containing the first pages of 1,314 daily newspapers of March 4, 1933, and constituting a permanent record of the way in which the nation's press reported the inauguration of President Roosevelt, has been presented to the Library of Congress by Wilfred W. Fry, president of N. W. Ayer & Sons, Inc. The book, titled "The Newspapers of a Nation," is made up of the first pages of the newspapers entered in the Exhibition of Newspaper Typography held each year under the auspices of the Ayer Galleries.



Plans Increased Book Promotion

Harmon Tupper has joined the Garden City Publishing Company, Inc., Garden City, N. Y., to take charge of its mail-order advertising department. For the last five years he has been in the book promotion department of the P. F. Collier & Son Corporation. This company reports that it is going in for more extensive national advertising and mail-order promotion of its new de luxe editions and its Star Dollar books and will be glad to hear from people with mailing lists of proved pulling power.



Named McJunkin Space Buyer

J. T. Tattersfield, formerly with Erwin, Wasey & Company and Lord & Thomas, has been appointed space buyer of the McJunkin Advertising Company, Chicago.

Bock Beer

AT least \$1,000,000 will be spent within the next sixty days by the brewers of the country to advertise and to publicize a special bock brew as a tonic food beverage and to popularize the symbolic capering Bavarian "bock," or billy-goat, as its trade-mark.

Such was the announcement made by Colonel Jacob Ruppert, president of the United States Brewers' Association, following a meeting of the association last week. More than a billion bottles of new bock will be placed on the market during March and April.

The association also announced the formation of a department of public relations with offices in New York and Washington, with

L. Porter Moore as its director. The purpose of the new department, according to Colonel Ruppert, will be "to endeavor to educate the public through its brewery members and direct, with the use of newspapers and magazine advertising, motion pictures, radio, etc., to the healthful, temperate and convivial qualities of beer as a low-priced beverage."

Another function of the new department, says Colonel Ruppert, will be "to combat and to refute in a dignified and proper manner what we believe to be the exaggerated malicious attacks of the die-hard drys, which are now being made in an organized way against beer and the brewers."

Jansen with Servel

Adolph Jansen, Jr., has joined the sales promotion department of the Electrolux Refrigerator sales division of Servel, Inc. He will assist Hank Boyle, sales promotion manager of the company, and will divide his time between the New York office and the factory at Evansville, Ind. Mr. Jansen was recently advertising and sales promotion manager of the General Accessories Company, Inc., New York.

To Join "Herald Tribune"

Monroe Green, assistant to the publicity director of R. H. Macy & Company, New York, has resigned, effective early in April, to join the local advertising department of the New York *Herald Tribune*. He has been with Macy's since 1927.

Death of Cortland H. Meader

Cortland H. Meader, in charge of used car sales promotion for the Chevrolet Motor Car Company, until he was placed in charge of the company's retail salesmen's training department, died recently in Detroit at the age of thirty-five.

Shriver to Muench

Charles F. Shriver has joined the staff of C. Wendel Muench & Company, Chicago agency, as a contact man. He formerly was with Liberty, Albert Frank & Company and the H. W. Kastor & Sons Advertising Company.

Win as Ad Critics

William M. Hanson, advertising manager, and Milton R. Stanley, head of the research and publicity department of the Four Wheel Drive Auto Company, Clintonville, Wis., jointly won first prize in a criticism contest held recently before the Milwaukee Industrial Advertising Association. The competition consisted in giving constructive criticisms of various types of advertising productions submitted by industrial companies of the Northwest.

New Work for J. S. Hammond, Jr.

Licon & New York Airways, Inc., has moved to new offices in the Chanin Building, New York, with J. S. Hammond, Jr., as manager. He will devote his time to the solicitation of aerial advertising including Kellett Sky Ads, Voice of the Sky, etc.

Frances Buente Retires

Frances Buente, who has been one of the few women to head her own advertising agency, has retired from business and has liquidated the firm of Frances Buente, Inc., New York. Before starting her own agency, she was with the Tide-Water Oil Company for ten years.

Opens Pacific Coast Office

The William G. Rambeau Company, Chicago, radio station representative, has opened a Pacific Coast office under the direction of Douglas A. Nowell. It is located at 1226 Russ Building, San Francisco.

OAKS

from

ACORNS



Once there was an advertising agency that started in very modest fashion. It was known as a "mail order" agency. It got results for its clients. It had to—or die.

That same agency is one of the big fellows today. You would recognize the name instantly if we mentioned it. Among its accounts are outstanding general advertisers. Its billing runs into millions.

This agency gets results for its general advertising clients by continuing to apply the basic appeals and strategy which proved so successful back in mail order days. The principals of this agency believe that the purpose of advertising is to sell merchandise. That was their original acorn—and it grew.

For many years GRIT was called a "mail order" medium. That was because it got results, sold merchandise, for its advertisers.

GRIT still gets results, still sells merchandise. Because GRIT has proved itself through the years, its

advertisers, like the agency's clients, are greater in number and more diversified in type than ever before.

Sixty per cent of GRIT'S display advertising lineage today is general publicity advertising. GRIT'S acorn has grown, too.

GRIT'S half-million circulation is the highest priced circulation in the small town field (94 per cent single copy sale at 5c a copy—that's \$2.60 a year). GRIT has attained an impregnable position in the Small Town Market by meeting the changing needs and desires of small town families. These families wanted GRIT fifty years ago. They want it even more today.

If your ideas about GRIT are not up-to-date, we shall be pleased to supply the missing chapters.

● National Advertising Records have included the lineage figures of GRIT in the National Weeklies classification instead of in the Mail Order group, as formerly.



WILLIAMSPORT, PA.

Member A. B. C.

Eastern Representatives

Guy S. Osborn, Scolaro & Meeker, Inc.
New York

Western Representatives

The John Budd Company
Chicago . St. Louis

Now Reaching Over 500,000 Small Town Families Weekly

Ad Club Builds House

TO stimulate construction in a city seriously under-housed, the Advertising Club of Youngstown is building "Contentment Cottage."

Determined to start something—and, incidentally, to demonstrate what can be done for around \$5,000—the club engaged a firm of architects and, without benefit of Federal aid, went into the building business.

The house, enclosing a living-room, two bedrooms, kitchen, utility room and garage, is to be framed in steel. Its roof will be of tile, its walls of concrete ash-lars. Internally, of course, it will embody the latest of modern equip-

ment. The site—whose cost, incidentally, is included in the \$5,000 over-all price—is a charming, suburban acre.

Commenting on the project, R. P. Dodds, manager of advertising and publicity of Youngstown's Trucon Steel Company, tells PRINTERS'

INK:

"The Youngstown Advertising Club, unusual in membership in that it includes top-ranking advertising executives in industry and in retailing, has set out to show what can be done by a group of men and women in a community where the need for housing is aggravated to the point of becoming a menace."



Major Bowes on Network

Major Edward Bowes, who has directed a popular radio amateur hour for the last year over a single New York station, is to be sponsored by Chase & Sanborn over a national network commencing Sunday, March 24. This new program is to replace Chase & Sanborn's present Opera Guild program.

The Major will act as master of ceremonies, and will have full charge of the hour. He will select and present the candidates, and have full charge of his trusty "gong" which has served him so well in the past.



New Post for MacMurchy

James T. MacMurchy, for the last four years Western advertising manager, at Chicago, of the Dell Publishing Company, has been appointed sales and advertising manager of the Dr. Pierre Chemical Company and the Partola Products Company, of that city. These are associated companies.



J. Blake Lowe Advanced

J. Blake Lowe has been advanced from second vice-president to vice-president of the Equitable Trust Company, Baltimore. Mr. Lowe is chairman of the extension committee of the Financial Advertisers Association.



Joins Husband & Thomas

Elmer G. Stacy has resigned as treasurer of Kalkhoff Press, Inc., to become associated with the Husband & Thomas Company, Inc., New York agency, as an account executive.

Lindeman Starts Service

Marvin C. Lindeman is now conducting an advertising agency, under his own name with headquarters at the Warm Friend Tavern, Holland, Mich. He had been advertising and merchandising manager of the Charles Karr Company, Holland, Mich. The new business is handling the advertising of the Charles Karr Company, First State Bank and the Nelis Nurseries, all of Holland, and of the Herman Miller Clock Company, Zeeland, Mich., and the Springfield Mattress Company, Springfield, Ill.



Stations Increase Wattage

Authority to operate with a power of 50,000 watts has been granted radio station WBBM, Chicago, by the Federal Communications Commission. WBBM is the Columbia Broadcasting System's key station in that area. Station KFAB, CBS network affiliate at Lincoln, Nebr., has been granted a power increase to 10,000 watts.



Has Fire Insurance Account

Pacific National Fire Insurance Company, a subsidiary of Transamerica Corporation, San Francisco, has appointed the Gerth-Knollin Advertising Agency, San Francisco, to handle its advertising.



Elected by Conover Agency

Dawson Powell, for the last year an account executive with the S. A. Conover Company, Boston, has been elected a director of the company. Albert H. Clime, production manager, has been elected vice-president.

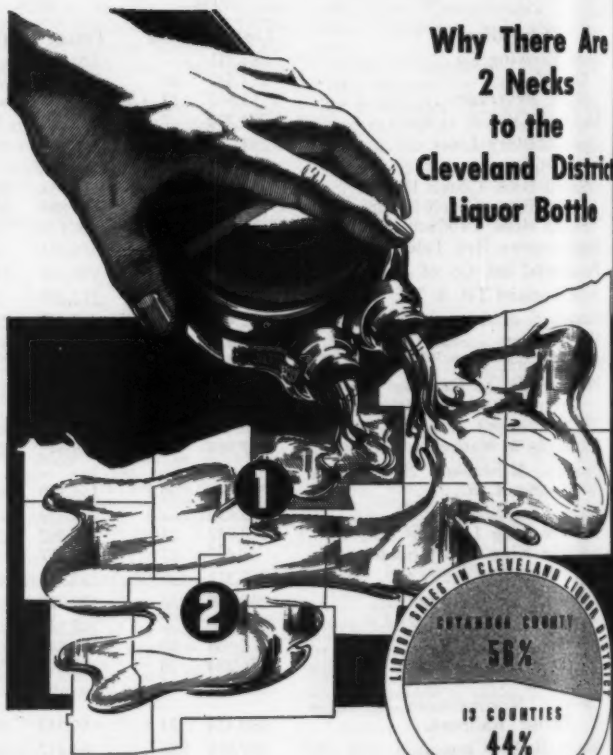
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300 Largest Advertisers in Newspapers for 1934

(Continued from last week)

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Blatz Brewing Co.....	284,911	—	320,347	—
Blatz	273,349	30	320,347	54
Blatz Beverages.....	11,562	12	—	—
Standard Oil Co. of Pa.....	283,370	7	349,785	7
Clyde Mallory Lines.....	281,516	44	276,267	47
Smith Brothers.....	280,382	—	295,768	—
Smith Bros. Cough Drops.....	143,825	59	114,758	49
Smith Bros. Cough Syrup.....	136,557	52	154,881	50
Smith Bros. Products.....	—	—	26,129	8
Southwestern Bell Telephone Co..	278,759	6	376,251	7
Prudential Ins. Co. of America...	278,083	82	199,501	76
New England Tel. & Tel. Co.....	278,020	5	212,287	5
Canada S. S. Lines.....	272,471	33	247,605	28
Mentholatum	271,930	70	286,243	65
Life Savers.....	271,903	63	—	—
Philadelphia & Reading Coal & Iron Co. (Famous Reading Anthracite)	270,424	23	179,847	16
Louisville & Nashville Railroad..	267,754	39	455,643	35
Chicago, Milwaukee, St. Paul & Pacific R. R.....	264,546	30	165,230	26
White King Soap Co.....	263,970	—	148,619	—
White King Laundry Soap.....	158,032	24	145,362	22
White King Toilet Soap.....	42,467	23	3,257	11
B. C. Remedy.....	263,371	20	233,893	17
Union Pacific Railroad.....	263,169	36	176,070	31
Webster-Eisenlohr, Inc.....	261,302	—	298,142	—
Girard	174,166	19	279,546	17
Tom Moore.....	76,284	10	18,596	8
Webster	10,852	3	—	—
Chicago, Northwestern & Union Pacific Railroad.....	260,454	24	99,353	20
Zenith Radio Corp.....	257,675	50	64,447	22
Panama Pacific Steamship Lines..	256,914	30	155,825	27
National Carbon Co.....	255,033	—	321,172	—
Eveready Prestone.....	188,752	69	177,900	65
Eveready Batteries.....	66,281	16	—	—
Eveready Raytheon.....	—	—	143,272	46
General Baking Co. (Bond Bread)	252,117	38	308,669	29
P. H. Hanes Knitting Co. (Hanes Underwear)	251,514	57	191,425	47
Curtis Publishing Co.....	251,491	—	1,085,017	—
Saturday Evening Post.....	181,447	40	915,712	68
Ladies' Home Journal.....	70,044	32	169,305	62

WHO BUYS YOU



National representatives:
 JOHN B. WOODWARD, Inc., New York,
 Chicago, Detroit, Kansas City, San
 Francisco. GARNER & GRANT, Atlanta.

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YS YOUR LIQUOR?

How many of these questions can you answer? The Plain Dealer can tell you the right answer to them all.

What are the PER CAPITA sales of Rye, Bourbon, Scotch, Cognac and Brandy?

What is the favorite size—pints, quarts or fifths?

Is price the big factor in building volume?

What is the potential sale for YOUR PRICED LIQUOR in this market?

Is liquor at \$2 per quart considered "low priced"?

Are gin sales paralleling the sale of other liquors in the same price class?

What proportion of sales originate through wholesale or retail outlets?

Does the unit of purchase vary with income groups?

Is low priced liquor bought largely by low income groups?

Do metropolitan centers buy more liquor than combined outlying districts of equal population? What is the proportion?

Do you know the relative importance of Ohio's five liquor districts?

Are the communities that voted dry poor liquor prospects?

Have you a question to be answered about liquor sales?

Are you on the mailing list for the Plain Dealer liquor sales report, published every week, covering sales by brands and quantity for the entire State of Ohio? (Write for this report today—there is no obligation.)

PLAIN DEALER

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Chesapeake & Potomac Telephone Co.	251,293	3	235,547	3
Ohio Bell Telephone Co.	250,077	6	245,322	6
Southern Bell Telephone & Telegraph Co.	247,832	10	144,342	8
Illinois Central Railroad.	246,628	33	212,538	30
Clorox Chemical Company.	244,504	74	25,001	21
Lipton Thos. J., Inc. (Lipton's Tea)	240,988	69	436,006	65
Parker Pen Company, The.	235,110	—	267,497	—
Parker Pens & Pencils.	212,428	70	265,321	62
Parker's Quink.	22,682	28	2,176	15
Pacific Telephone & Telegraph Co.	233,539	5	235,572	5
Jaques Manufacturing Co. (K. C. Baking Powder)	232,913	34	215,842	30
Pepper, Dr., Co. (Pepper, Dr., Syrup)	232,867	15	8,432	6
American Bakeries Co. (Merita Bread & Cakes)	230,869	6	270,952	6
Radio Guide.	230,435	62	4,860	15
Snowdrift & Wesson Oil Co.	229,252	—	674,425	—
Wesson Oil.	127,552	29	540,396	39
Snowdrift.	99,348	22	91,140	20
Snowdrift & Wesson Oil.	2,352	8	42,889	4
California Fruit Growers Exchange.	226,805	—	100,603	—
Sunkist Lemons.	111,612	46	—	—
Sunkist Oranges.	107,988	16	—	—
Sunkist Fruits.	7,205	7	—	—
California Fruit Growers Exchange.	—	—	100,603	19
Scull Co., Wm. S.	226,756	—	203,036	—
Boscul Coffee.	151,805	19	106,759	18
Bovril.	62,254	5	96,277	6
Bosco.	12,697	16	—	—
Chicago, Burlington & Quincy Ry.	225,559	41	147,674	31
Brown-Forman Distillery Co.	225,502	—	—	—
Bottoms Up Whiskey.	86,284	26	—	—
Old Polk Whiskey.	80,682	21	—	—
Old Hawthorne.	21,059	4	—	—
Brown-Forman Distillery Co. Products.	13,926	10	—	—
Here's Luck Whiskey.	13,134	17	—	—
Old Mill Apple Brandy.	10,417	7	—	—
Edna Wallace Hopper, Inc.	221,908	—	112,080	—
Edna Wallace Hopper Restorative Cream.	82,319	17	—	—
Neet.	78,439	18	42,615	17
Angelus Rouge Incarnat.	55,392	22	—	—
Edna Wallace Hopper Youth Pack.	3,758	17	63,982	16
Louis Phillippe Preparations.	—	—	5,483	5
Blackburn Products, The.	221,675	—	232,635	—
Blackburn's Balmwort Tablets.	25,807	9	—	—

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Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Blackburn's Products.....	178,957	26	232,635	34
Blackburn's Sulpherb Tabs....	16,911	6	—	—
Rumford Chemical Works.....	220,497	—	298,197	—
Rumford Baking Powder.....	146,394	49	252,508	53
Rumford Bakes All.....	74,103	6	45,689	7
Ralston Purina Co.....	220,211	—	251,775	—
Ralston Whole Wheat Cereals..	201,977	31	160,569	24
Ry-Krisp	16,871	36	65,984	21
Purina Dog Chow.....	1,363	4	25,222	10
International Harvester Co. (Inter- national Trucks).....	219,915	67	245,197	67
Gulden, Inc., Charles (Guldens Mustard)	218,678	24	207,788	25
American Distilling Co.....	216,290	—	—	—
American Distilling Co. Prods..	73,237	25	—	—
Frontier Whiskey.....	41,691	12	—	—
Old Colony Dry Gin.....	38,709	17	—	—
Meadowood Whiskey.....	29,382	20	—	—
Polo Club Gin.....	20,493	20	—	—
Briarcliff	12,778	15	—	—
Leeming & Co., Inc., Thomas (Ben-Gay)	216,262	65	132,180	81
Portland Cement Ass'n.....	215,752	63	497,046	78
Philadelphia Bulletin.....	214,750	9	191,290	9
Porto Rican American Tobacco Co. (Portina).....	214,216	13	38,846	9
Schilling & Co., A.....	212,253	—	225,881	—
Schilling's Coffee.....	110,856	13	130,794	13
Schilling's Spices.....	47,046	13	—	—
Schilling's Extract.....	30,385	13	—	—
Schilling's Tea.....	18,543	13	28,927	13
Schilling's Colors.....	5,423	13	—	—
Schilling's Condiments.....	—	—	57,922	14
Schilling's Baking Powder.....	—	—	8,238	10
Adolph Coors Co. (Coors Beer)..	211,737	9	138,225	8
Dollar Steamship Lines.....	210,490	46	221,383	37
New York, New Haven & Hart- ford Railroad.....	205,553	6	212,911	5
Seaboard Air Line.....	204,796	26	139,086	26
Cosmopolitan Pictures.....	203,717	5	252,697	5
Folger & Co., J. A. (Coffee)....	203,115	10	166,030	13
Chattanooga Medicine Co.....	202,798	—	267,802	—
Thedford's Black-Draught.....	101,772	29	126,444	29
Cardui	101,026	30	141,358	29
Pacific S. S. Co. (Admiral Line)..	201,619	8	237,505	8
Humble Oil & Refining Co.....	201,054	4	204,310	4
New England Steamship Lines....	201,012	9	213,543	8
Great Northern Railroad.....	200,533	49	130,097	32
Italian Steamship Lines.....	199,168	18	299,534	19
Mid-Continent Petroleum Corp....	198,957	13	191,011	12
World's Dispensary Medical Assn. Pierce's Golden Medical Dis- covery, Dr.....	198,831	—	214,757	—
	103,158	79	102,805	71

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Pierce's Favorite Pres., Dr.....	76,655	79	88,848	71
Pierce's A-nuric Tablets, Dr.....	16,090	29	17,138	31
Pierce's Clinic, Dr.....	2,928	7	—	—
Pierce's Product, Dr.....	—	—	5,966	36
American Cranberry Exchange (Eatmor Cranberries).....	197,458	63	255,605	69
New York American.....	197,190	21	321,586	18
Dr. Leonhardt Co.....	195,667	—	191,836	—
Hem-Roid	191,348	59	173,357	56
Ru-Ma	4,319	5	18,479	23
Armstrong's Quaker Rugs.....	194,208	17	—	—
R. K. O. Radio Pictures.....	193,914	19	43,054	9
Maytag Co. (Maytag Washing Machine).....	193,153	72	391,520	54
E. I. du Pont de Nemours & Co., Inc.....	189,573	—	133,954	—
Du Pont Zerone.....	93,620	54	70,744	45
Du Pont Duco Waxing.....	47,746	18	—	—
Du Pont Linkota.....	29,248	19	—	—
Du Pont Duco Paint.....	18,959	22	57,053	24
Du Pont Cellophane.....	—	—	6,157	3
McCormick, Inc.....	189,492	—	104,169	—
McCormick's Bee Brand Insect Prods.	88,937	17	77,047	18
McCormick's Banquet Tea....	53,471	15	8,656	4
McCormick's Bee Brand Prods.	—	—	7,509	9
McCormick's Bee Brand Vanilla	25,039	26	5,641	23
McCormick's Bee Brand Black Pepper	11,286	27	2,682	23
McCormick's Bee Brand Cinna- mon	10,759	27	2,634	23
Chicago, Rock Island & Pacific Railroad.....	184,857	31	129,414	27
Railway Express Agency.....	184,570	47	39,198	40
Great Eastern Bus System.....	183,860	30	192,424	29
Charles E. Hires Co. (Hires Root Beer)	182,587	50	257,679	41
Eastern S. S. Company.....	182,382	8	185,624	4
Regensburg & Sons, E. (Admira- tion)	182,370	3	177,738	3
Atwater Kent Mfg. Co.....	182,171	68	122,442	52
Agfa Ansco Corp. (Agfa Film)..	181,005	31	—	—
Battle Creek Drugs (Bon Kora)..	180,923	44	537,286	63
Bell & Co. (Bell-Ans).....	179,726	86	203,165	66
Electric Refrigeration Bureau....	178,064	16	112,895	20
Luden, Inc. (Luden's Cough Drops).....	177,989	73	162,986	71
Eastman Kodak Co.....	177,229	—	119,958	—
Kodak Film.....	149,968	25	—	—
Kodak Camera.....	27,261	19	119,958	26
Natural Gas.....	174,384	3	—	—
Aluminum Cooking Utensil Co. (Wear Ever Utensils).....	173,423	82	160,743	70

Cities
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**Like WFIL Covers
the Philadelphia Market**

**Not An Artist's Conception
Not Guesswork
But An Actual Engineer's Survey
Made by Paul F. Godley**

560 Kilocycles • • 1000 Watts
WFILadelphia.

Only Philadelphia outlet for N·B·C· basic Blue Network

33

Cities

	Advertiser	1934		1933	
		Linage	Cities	Linage	Cities
28	Croft Brewing Co. (Croft Beer) ..	154,843	14	—	—
—	Welch's Grape Juice	153,589	43	499,737	39
71	Eichler, John, Brewing Co.	152,389	11	—	—
70	Schaefer Brewing Co., F. & M. ..	151,899	10	75,643	9
—	Lucky Tiger Mfg. Co.	150,834	—	51,024	—
—	Lucky Tiger Shampoo	41,073	58	—	—
—	Lucky Tiger Hair Tonic	38,900	61	—	—
—	Lucky Tiger Hair Dressing	26,816	58	—	—
—	Lucky Tiger Ointment	24,533	59	—	—
—	Lucky Tiger Skin Tonic	17,855	58	—	—
—	Lucky Tiger Products	1,657	5	51,024	45
—	National Live Stock and Meat Board	145,892	3	—	—
7	Fastech	145,497	85	132,911	79

+ + +

Has College Account

The British College of Engineering and Technology, London, England, has opened a Canadian affiliation in Toronto, under the name of the Canadian College of Science and Technology. Advertising in magazines, newspapers and weeklies is being released through Norris-Patterson, Ltd., Toronto.

* * *

Haight to Matthews-Northrup

Douglas H. Haight, for thirteen years Eastern sales manager of Rand McNally & Company, has joined the Matthews-Northrup Works division of the J. W. Clement Company, Buffalo, N. Y. He will be in charge of map sales and will make his headquarters in New York.

* * *

Want Utah to Advertise

A bill has been introduced in the Utah legislature which seeks establishment of a State advertising fund, to be handled by a State Advertising Commission of three members. A fund large enough for a national advertising campaign is sought.

* * *

With American Tissue Mills

Rex T. Crandall, for the last four years assistant to the president of the Webster and Atlas National Bank of Boston, has resigned and will be associated with the American Tissue Mills, Holyoke, Mass., as executive vice-president.

* * *

Strom Joins "The Billboard"

C. M. Strom has joined the sales department of *The Billboard* at Chicago. He has been with A. T. Sears & Sons, Inc., radio station representative, and formerly was with the *Home Circle Magazine*.

J. H. Stone Appointed

The New England Shoe and Leather Association, Boston, has appointed James H. Stone managerial-secretary to succeed Thomas F. Anderson, who died recently. Mr. Stone was formerly publisher and editor of *The Shoe Retailer*, of Boston, and later served as manager of the National Shoe Retailers Association.

* * *

New Book by R. A. Brewer

Reginald A. Brewer, account executive with MacManus, John & Adams, Inc., Detroit agency, is the author of "The Delightful Diversion," a new volume which is being published by Macmillan. The book is about books and their authors.

* * *

Artwork Exempted from Tax

Commercial artwork is an intangible and therefore not subject to the Illinois 2 per cent occupational sales tax, ruled Circuit Court Judge Denis J. Normoyle at Chicago last week. The court issued an injunction restraining the State director of finance from assessing the tax.

* * *

Heads Hobart Sales

Irving Wilson has been appointed general sales manager of The Hobart Manufacturing Company, Troy, Ohio, food preparing machines, dishwashing machines, etc. For the last two years he has been sales director of the company's British organization.

* * *

To Handle Gilbey Gin

The National Distillers Products Corporation has appointed Topping & Lloyd, Inc., New York agency, to handle the advertising of Gilbey Gin. A campaign will be launched probably in early summer.

Jim's a plugger all right... b



PHOTOGRAPHIC ILLUSTRATION BY LAZARHICK

The more

P. I.

the

*PRINTERS' WEEK

ight... but what about his

I.Q.

• Divide the number of hours you work by the number of ideas you produce. The result is your I.Q.—your *Idea Quotient*.

In times like these, both organization progress and the chance for personal promotion can be measured directly by the I.Q. To raise that I.Q., the pages of *Printers' Ink* are made a reservoir of ideas . . . of idea *provoking* material. Digest this issue with that in mind. Then tell us if you believe that . . .

I the higher the I.Q.

RS' INK WEEKLY . . . PRINTERS' INK MONTHLY

Why Advertising Can't Be an Exact Science

Some Experiences That Prove Dangers of Guessing

By A. Wineburgh

IT has always been my contention that a test of copy or of medium means nothing, except that the advertisement, at the time the test was made, either paid or did not pay.

I also contend that the same copy and the same medium, as near as it is possible to match it in another locality, cannot be counted on to give the same results.

It is possible, if the test is made in a number of cities, that there may be two alike, but this means nothing. Even if a test is made in a number of cities and the returns are the same, it does not mean that a similar article, or any other article, will bring these results.

My only claim to any advertising knowledge is that experience has taught me something about avoiding some of the mistakes.

For example, a card in a street car reading "Watch this space," is an absolute loss. There may be anywhere from fifteen to thirty cards on the side of a car. Rarely, and then only by accident are they in the same position in two cars, except at the ends. To the public this means only that any card in the car may have been the card to which "Watch this space" called attention.

* * *

The Omega Oil advertisement showing a boy with a bag of corn under his arm from which the corn was falling, followed by a flock of geese, attracted attention—it was talked about and proclaimed a wonderful advertisement. Hundreds of thousands of dollars were spent in an attempt to sell the product through this illustra-

tion. It was seen and talked about by millions—but it did not sell Omega Oil.

Reproduced photographs of an old woman rubbing her shoulder, an athlete rubbing the muscles of his legs, an old man bathing his feet, all showing half of a bottle of Omega Oil being poured into the water, were substituted for the much talked of boy with a bag of corn. From that time on, Omega Oil started to sell.

Loftus, a Broadway tailor, submitted a car card showing a man in a dress suit in front of a pier mirror, throwing a bouquet at himself, with the announcement that Loftus made these suits at \$15—no more, no less. The card was crowded with illustration and copy. Notwithstanding my saying that the public would not read so much, that dress suits at that time were not worn very generally, and that the throwing of the bouquet was inappropriate, this card attracted more attention than any card I remember appearing in the street cars. Loftus did a land office business on his "\$15—no more, no less" dress suits.

In the last analysis, one's judgment cannot be depended upon with any degree of certainty. It is the public that must supply the answer.

* * *

In discussing a proposition verbally, there is the advantage of being able to swing from one course of reasoning to another and to start on a new line of thought, depending upon what is said and the apparent reactions. This is not possible when a proposition or a subject is discussed in writing.

It has been my practice in con-

(Copyrighted by A. Wineburgh, 1935)

Mar. 14.

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nection with all important propositions and discussions that require correspondence, to write the letter and read it the next day, placing myself in the position of the person it is intended for, as the impression created is often much different from that which the letter is intended to convey.

Then, taking into consideration the probable reaction of the person to whom it is sent, the letter is mentally answered as you believe. not hope, the letter will be answered. I am then better able to write the letter I intended to write in the first instance.

A more effective copy can be written by following such a course.

This is the last of a series of articles. These articles will later form chapters in a book which Mr. Wineburgh is writing based on his many years of rich experience in the fields of advertising and salesmanship.

♦ ♦ ♦

New Addresses

Revere Copper and Brass, Incorporated, Rome Manufacturing Company Division, Rome, N. Y., has opened a new display room and office at 225 Fifth Avenue, New York, room 619. H. W. Fisk, New York sales manager, is in charge.

Jay Weaver, New York, advertising art, now located at 145 West 45th Street, that city.

The Loder Advertising Service, Edmonton, Alberta, has opened an office in Toronto.

William G. Rambeau Company, Chicago, radio station representative, now located in the Tribune Tower, that city.

The Recorder Printing & Publishing Company, San Francisco, has moved into its new building and plant at 99 Van Ness Avenue South, that city.

Richard C. Bush Advertising agency, formerly in the Amicable Building, Waco, Tex., has opened offices in the Central Bank Building, Dallas, Tex.

Harry Latz Service, Inc., direct mail and sales promotion, will move its plant and executive offices to 461 Eighth Avenue, New York, on March 18.

• • •

Start "National County Magazine"

The first issue of *National County Magazine* will appear on March 25, according to A. B. LaZoris, executive director of the American County Association, of which the publication will be the official organ. Headquarters of the publication are in the LaSalle Hotel, Chicago. Devoted to the interests of better county government, the new publication will be edited by Dr. Allen D. Albert.

GOOD COPY

pays the
reader for
the time
he spends
reading it....
pays the
advertiser for
the money
he spends
printing it.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

Keep Up Fight on Grading

Canners, However, May Accept NRA Proposal in Lieu of Probable Action by Congress

*Printers' Ink Bureau,
Washington, D. C.*

GRADE labeling of canned foods, urged by both executive and legislative groups in the Washington Administration, was still firmly opposed by the larger units of the canning industry at the meeting of the code authority in Washington last week.

Informed opinion agreed that the industry would continue to oppose grade labeling until such time as it seemed inevitable that it would be imposed by Congress in some form. Then, it is believed, the industry would accept the NRA proposal as the less rigid method of consumer protection.

Under the present waterlogged condition of the NRA, when nobody knows what Congress will do about extending it after June, NRA grade labeling does not seem an immediate possibility. Armin W. Riley, food division administrator, is earnestly trying to get his grading proposals accepted. Except for the NRA Industrial Advisory Board, the NRA is supporting him, including the Consumers' Advisory Board, the Labor Advisory Board and President Roosevelt himself. The pressure exerted in the NRA can easily be transferred to Congress. There is the real battleground.

On January 24 PRINTERS' INK carried an article reporting the position on grade labeling of the NRA Industrial Advisory Board as stated by Walter White, the board's executive secretary, and unintentionally conveyed the impression that this NRA Board might "reflect" the policy of the NRA as a whole. When this was called to the attention of PRINTERS' INK, opportunity was at once offered to Mr. Riley to make it clear that the Labor, Consumers and Industrial boards are intentionally partisan and that their individual

views may differ from the policy adopted by the NRA. Mr. Riley wished especially to discuss the Canadian labeling situation. He says:

"The President of the United States, when approving the Canners' Code on May 29, 1934, stipulated that the Industry designate a Committee to co-operate with the Administrator in formulating standards of quality for canned food products.

"The Canners' Labeling Committee, established to carry out this Executive Order, flatly rejected such quality grading and instead proposed placing on labels a series of so-called 'descriptive terms.'

"The purpose of declaring the grade on labels is to inspire confidence in the minds of the buying public and so increase sales of canned goods.

Defect of the "Descriptive Terms" Plan

"The 'descriptive terms' plan, however, is calculated to produce the opposite effect because the terms are so many and so confusing that the housewife could not possibly use them as a guide to quality.

"Obligatory Government grading has been in effect in Canada for years, but no one seems to have taken the trouble to ascertain how it has worked out there.

"Recently the National Canners' Association, through an 'independent agency,' reported that 'only one in four knows that label grades exist.'

"Is it not acknowledged in advertising circles that only a very limited percentage of consumers can be made conscious of what the most high-powered campaign is trying to impress upon their minds?

"Add to this the variation in languages in Canada, and it would

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seem to me that, to have sold the idea of grades to one woman in every four, is a remarkable showing. Certainly it is twenty-five more out of every hundred women that are informed how to buy by quality grade in the United States.

"At the same time that the Canners' Association was conducting its 'independent' investigation, I asked the Consumers' Advisory Board, a Government Agency over which I have no control, to investigate the Canadian situation. This report is most enlightening and is available to all.

"Some members of the canning industry in the United States have expressed fear that the use of Government grades in this country would be detrimental to their interests for various reasons.

"The experience in Canada does not bear out their fears. The first reason is that the use of a Government grade will tend to freeze the prices of competing brands to one level within each grade. This presumes that the lowest priced brand of a Fancy product, for example, will get all the business and drive the other brands down to its price level. That was found not to be the case. In one instance a United States packed brand of Fancy asparagus was outselling its rivals even though it was priced $2\frac{1}{2}$ cents higher than one and $4\frac{1}{2}$ cents higher than another. In general the tolerance within each grade was found wide enough to allow the advertised excellence of some brands to command higher prices and enjoy larger sales.

"A second contention is that grading removes all incentive to pack for quality, and that canners will pack as close to the line as they can. I quote from the report a comment of the general manager of Canadian Canners, Ltd., largest packers of canned goods in the Dominion:

"We never tell a plant manager to pack to any set quality line. We know well enough that we will get all the Standard goods we want out of the pack, and would certainly never make an effort to come down from the very best that we know how to pack. We get a premium for doing so—at



THE MEASURE OF VALUE

*

NOT price alone, not results alone, but price in relation to results is the measure of value in advertising space. Punch space may be costlier than much other space; but advertisers have written that the results it yields prove it the least expensive of all! That's value. And remember that, besides immediate sales, Punch surely builds reputation, which is itself a powerful builder of further sales. And it builds new markets, selling your product in fresh fields, where it has never sold before. And it builds distribution, since traders everywhere know that merchandise appearing in Punch is merchandise that will be asked for. Are you using Punch enough?

PUNCH

MARION JEAN LYON, ADVERTISEMENT
MANAGER, PUNCH, 10, BOUVERIE ST.,
LONDON, E.C.4, ENGLAND. MEMBER OF
THE AUDIT BUREAU OF CIRCULATIONS

present we get 60 cents a dozen for Standard quality in lines commanding 80 cents a dozen when tested as Choice.'

"Other Canadian evidence on this point is of the same character.

"The fear that advertising lineage decreases when Government grades appear on labels was answered in the negative by the editors of a leading canning trade journal. In Canada the stress is still placed on brand names, although the chain stores have learned to place the quality grade in positions to attract consumer attention.

"B. F. Huston, editor of the *Canadian Grocer* states that: "In my opinion the advertising lineage in publications in the United States would not be affected by making grade declaration obligatory on canned goods."

"I am at a loss to understand why anyone who believes in truth in advertising would care to oppose informative grade labeling on canned food products. These grades are in general use throughout the industry. From packer, through brokers, wholesalers to the retailers, why not take the last step and inform the consumer?"

* * *

Names Morgan Agency

The Morgan Advertising Company, Mansfield, Ohio, has been appointed to handle the advertising of the International-Stacey Corporation, Columbus, Ohio, oil well production, well drilling and airport and airway equipment, electric power transmission structures, standard steel buildings, radio broadcasting towers and signal structures. The organization comprises five subsidiaries.

* * *

Vimay to Chet Crank

Vimay, Inc., headed by Victor Vivaudou, has placed its advertising account with Chet Crank, Inc., Los Angeles. Radio and newspaper advertising will be used in a drive to introduce "Amphoteric," a new type of face cream.

* * *

Hurt Starts Own Service

Marshall Hurt has started his own advertising agency, with offices in the Daniel Building, Jackson, Miss. He formerly was with the former Mississippi Advertising Agency and also with station WJDX in Jackson.

* * *

With Carl Percy, Inc.

A. D. Talbott has joined the staff of Carl Percy, Incorporated, New York, window and store displays. He formerly was proprietor of his own drug store in Grinnell, Iowa.

* * *

Has Carton Advertising

The Self-Locking Carton Company, Chicago, has appointed Needham, Louis & Brorby, Inc., of that city, as its advertising agency. A test radio program is being planned.

* * *

Joins Agency Network

Scott-Telander, Inc., Milwaukee agency, has joined the Continental Agency Network and will represent the group in that city.

Changes on "Bird-Lore"

H. W. Collie has been appointed director of advertising and circulation of *Bird-Lore*, formerly published by Dr. Frank M. Chapman and now the property of the National Association of Audubon Societies, with Dr. Chapman continuing as editor. Officers of the publication have been transferred from Harrisburg, Pa., to the association's headquarters at 1775 Broadway, New York.

* * *

Starts "Column Review"

National Column Review, Inc., 545 Fifth Avenue, New York, has started publication of *Column Review*, designed "to further interest in newspaper columns and columnists." Bernard Berger is publisher.

* * *

Berthon Appointed

G. T. Berthon, formerly account executive with A. McKim, Ltd., Montreal, has been appointed sales and advertising manager of Ex-Lax, Ltd., Montreal.

* * *

Has Schulze Biscuit Account

The Paul Schulze Biscuit Company, Chicago, has placed its advertising account with the H. W. Kastor & Sons Advertising Company, of that city.

* * *

Ohio Circulation Men to Meet

The spring convention of the Ohio Circulation Managers' Association will be held on April 3 and 4, at the New Secor Hotel, Toledo, Ohio.

* * *

Heads San Francisco Bureau

Joel W. Kaufman, treasurer of The Emporium, has been elected president of the Better Business Bureau of San Francisco.

Are You a Printing Salesman?

WE want to add a good man to our selling staff. We are one of the oldest and best known printing houses in the country. The plant is a splendid one, located in New York City. The spirit behind the plant is, we like to think, honest, straightforward, and progressive . . . in other words, a place with old-fashioned virtues and new-fashioned ideas and equipment.

The man we are looking for will be of the type who will make himself liked both for his ability to bring business and for his personal qualities. He will necessarily be a producer, as we are primarily interested in large edition work of the better grade. He will have kept abreast of the changing conditions in the printing business and will be able to visualize a customer's problems and to suggest and sell creative work.

Address "Y," Box 75, care of Printers' Ink

To Tie Up the Sales Contact

In These Fifteen Ways Communication with Customers Can Be Kept Open

By Harry Simmons

CONTACTS are the essence of business. In every avenue of commerce there are four classes of contacts:

1. Suspects
2. Prospects
3. Customers
4. Friends

The sales executive is vitally interested in contacts. He realizes that as he and his salesmen build their contacts, so will they build their business. It is urgent, therefore, that every sales-minded individual be thoroughly conversant with all possible methods of holding and developing original contacts. As a result of my own experience, I have noted and used these fifteen ways to tie up the sales contact:

1. Write a letter acknowledging the courtesy extended on your first call. Never make an original call on a suspect without following it up quickly with a "thank you" letter. Even in some cases where I have been received not too cordially, this letter goes out; and I believe it results in a favorable reaction that helps to keep the door open to me on my next visit. In most cases this is a standard letter, but it is written to each man individually and sent under first-class postage.

2. Write a follow-up good-will letter about your firm and its merchandise. If I represent a firm that manufactures higher quality merchandise, I call attention to this fact, as well as to the number of years my firm has been specializing, to the character of craftsmen in our factory, to the type and names of organizations that prefer our products or to our unusual ability to develop new ideas.

3. Pass along an idea on your next visit or by letter. No business man has ever thrown out a salesman with an idea! If this one does not happen to be suitable, the next idea may be worth a small fortune. If the business man has any vision at all he will welcome with open arms the man who occasionally offers pertinent ideas and suggestions.

4. Write an occasional letter suggesting the adaptability of one of your products to a specific problem. If your letter is short, practical and interesting, it may strike a receptive note in the prospect's mind. I believe that frequently an executive gets an idea in a letter more easily than by word-of-mouth.

5. Pass along an occasional idea or news item on the prospect's personal hobby. When you come to learn something of the personal interests of your prospects and customers, you will run across many things he would like to see or to know. These are thoughtful attentions that develop friendliness.

6. Never forget to write seasonal greetings to the man or woman you wish to cultivate. Several such occasions will arise during the year—Christmas, New Year's, birthdays, business or formal anniversaries, celebrations and opening of new offices, stores or branches.

7. Pass along timely news about a customer's competition. Not in the unethical form of a detective's report, but general points of interest on service, promotional stunts, advertising, merchandising, window display ideas, etc.

8. Don't forget an occasional invitation to something he enjoys. It may be a sales conference or convention in his industry or yours.

It may be a luncheon, a ball game, a lecture, a show, or any one of a number of things that you think would be welcomed by a prospect or by a friend.

9. Never let an order come into your office without an acknowledgment. No matter how small the order may be, or whom it is from, it is worth a letter of genuine thanks or a telephone acknowledgment.

10. An occasional friendly telephone call lessens sales resistance. Never give a man a chance to think he is being neglected. When within local telephone range, there is no excuse for failing to keep frequently in touch with all your contacts. And even on long distance, within reasonable limits.

11. Send an occasional novelty or special item of your firm's manufacture. It need not be a gift; it may be just a loan; but if it is something new, your own brain will tell you whom it will interest most.

12. Point out interesting developments and trends in his industry or yours. Help your prospects and customers to keep acquainted with what is going on in his world. There may be developments even in his own industry of which he may not be aware and which may react to your mutual benefit. You can sometimes see more from the outside looking in than he can from the inside looking out.

13. Send him occasional sales helps, direct-mail folders, point-of-sale circulars, display material, etc. However, this should be done with discretion. I believe that frequently too much material is forwarded at one time, with the result that the recipient is swamped, his appreciation is dulled, and he uses none of it. Material of this kind should be fed in small doses at regular intervals, rather than in indigestible gobs.

14. Don't forget to offer your factory's creative assistance on specific problems. Never let your prospect or customer forget that you are the fountain head of crea-

*Some Vital News
for Buyers of*

**ELECTRO
TYPES**

We now have a fine, modern foundry in San Francisco . . . The American Electrotpe Co.

With our plants in New York, Detroit, Chicago and Indianapolis, we offer you the lowest cost production and distribution of electrotypes, stereotypes and mats.

The delivery costs in each area around our plants are figured from the plant—not from some geographical center a thousand miles away.

And with these savings, we uphold to the uttermost limit the standard of quality made possible by modern machinery and methods, skilled workmen and conscientious executive supervision.

TYPOGRAPHY - MATS

ELECTROTYPES

IN NEW YORK

Reilly Electrotpe Co.
Fine Screen Mat Corporation
The Typographic Service Co.
Independent Typesetting Co.

IN DETROIT

Michigan Electrotpe & Stereotype Co.

IN CHICAGO

Lake Shore Electrotpe Co.

IN INDIANAPOLIS

Advance-Independent Electrotpe Co.

IN SAN FRANCISCO

American Electrotpe Co.

Divisions of Electrographic Corporation
216 East 45th Street, New York, N. Y.

**a
good
newspaper
can sell
good
merchandise**

**write for the
Ross Federal
brochure
"space selling
assets of a
newspaper"**

"While this brochure is addressed to the business manager, managing editors will find it of great interest"

**ROSS FEDERAL
RESEARCH CORPORATION**

Executive Offices

6 East 45th St., New York City

32 Branch Offices

3000 Trained Field Men
700 Women

**NATIONWIDE MARKETING
and
RESEARCH SERVICE**

Branches:

CHICAGO	SAN FRANCISCO
DETROIT	SEATTLE
CLEVELAND	DALLAS
PITTSBURGH	DENVER
NEW YORK	SALT LAKE CITY
MILWAUKEE	MINNEAPOLIS
CINCINNATI	DES MOINES
INDIANAPOLIS	MEMPHIS
BOSTON	CHARLOTTE
BUFFALO	ATLANTA
PHILADELPHIA	ALBANY
WASHINGTON	NEW ORLEANS
KANSAS CITY	OKLAHOMA CITY
ST. LOUIS	OMAHA
LOS ANGELES	PORTLAND
	NEW HAVEN

tive ideas in your particular line of business. Get him into the profitable habit of coming to you when he needs help.

15. Offer to work with his salesmen or to address his sales force on occasions. If your personal experience and background warrant the assumption of this capacity, don't be backward about offering your services.

In my experience, I have constantly used eight avenues of communication:

Personal visits; first-class mail; air mail; special delivery mail; third-class mail; fourth-class mail; telephone and telegraph.

The personal visit is, of course, the ideal method of communication. Nevertheless, there is such a thing as making too many calls on a man. It is possible to make a pest of yourself instead of a welcome visitor.

To supplement my personal visits, I use the mail in every way that I can. Next to publication advertising, there is nothing to equal the efficiency and the flexibility of the mails.

The telephone—local and distance—is one of the salesman's handiest aids in annihilating time and distance and keeping alive the warmth and cheer of the human voice. It has only one great danger. Transmitting, as it does, each inflection of the salesman's voice without showing the accompanying smile that may be on his face, it is vital that he show a smile in his voice—or he is lost.

The great value of the telegraph, as I use it, is its indication of urgency and its demand for immediate attention.

This whole plan of operation and follow-up is for the entire year, to be put into effect only a little at a time. It is a plan that has been tried and tested and proved to pay thrilling dividends. It is a method of personal follow-up that will help to make star salesmen out of cubs. It is limited only by the personality of the individual and by the continuity of his effort.

Strikers Deface Posters

ADVERTISING has become the latest target of strikers in the labor difficulties existent between the National Biscuit Company and certain employees.

Taking advantage of unprotected posters and cards in New York subways, elevated cars and stations, the strikers are converting the NBC advertisements into mediums to serve their own ends by posting "boycott" stickers over them in such a manner as to give an initial impression that the sticker is part and parcel of the advertisement.

Inquiry at the NBC offices to discover what the company is doing about this situation, reveals that it is pretty much at a loss how best to combat this latest form of vandalism. George Oliva, advertising manager, informs PRINTERS' INK that "we can't do anything until we catch the guilty parties and since, in order to arrest them, it is necessary to have a deputy right on the spot to apprehend them in the act, there is little opportunity for taking any restraining action. We hope, however, the public realizes that this sort of thing is un-American."

♦ ♦ ♦

Seek Appropriation for Texas Centennial

Efforts are being made to have the Texas legislature appropriate several million dollars for the Texas Centennial Celebration at Dallas next year as authorized by a constitutional amendment adopted in 1933.

This appropriation was discussed at a recent meeting of the officers and directors of the Southwestern District of the Advertising Federation of America at Fort Worth, presided over by Paul J. Harmon, district governor.

It is being suggested that \$750,000 of this sum be allocated to advertising and publicity to be spent through Texas agencies and administered by a board of three members, one to be appointed by the Governor of Texas, one by the Texas Press Association and a third by the Southwestern District of the A.F.A.

♦ ♦ ♦

Has White Tar Advertising

The White Tar Company, Kearney, N. J., chemicals, moth balls, etc., has appointed the Chas. Dallas Reach Co., Newark, N. J., as its advertising agency. The name of this account was given incorrectly in a previous issue.



IT'S A VERY GOOD SIGN

if you demand the genuine

HASTINGS GOLD LEAF

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Roscell
John Irving Rorer, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erben, Jr. Washington, 1288 Carpenters' Building; Chester M. Wright.
London, 116 St. Martin's Lane, W. C. 2; McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 815 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MARCH 14, 1935

Too Much Commission

Comes now William B. Jacobs, executive manager of the Institute of Medicine Manufacturers, with an argument against the alleged provisions in proposed food and drug laws "which attempt to transfer control of advertising from the Federal Trade Commission."

In a form letter addressed "To our business friends" Mr. Jacobs, among other things, says:

"The Commission has done a good job with advertising for years. They are a trade body and logically the agency for such a function. Emphatically the interest of the public health and pocket-book, the dealer, the publisher, the radio broadcasting station, the advertising agency, as well as the manufacturer, will be seriously injured if such a transfer of authority is attempted."

Time was when business men looked upon the Federal Trade Commission—and not without rea-

son—as a nosy nuisance. And now, *mirabile dictu*, they manifest more zeal in throwing themselves into the Commission's arms than they formerly showed in trying to escape its clutches; and they did a pretty good job in the latter respect, too.

Why the sudden change of heart?

We do not in the least question the honesty of Mr. Jacobs' convictions. Neither do we ascribe to him anything but sincere motives. Yet his remarks give us the text for the following observation made in answer to the above query:

The obvious reason why many manufacturers want the Federal Trade Commission to have charge of enforcing legislation affecting the merchandising of foods, drugs and cosmetics, is that from the very nature of things the enforcement would have to be largely that in name only. Anybody at all acquainted with Trade Commission procedure knows the reason. The story is one of interminable delay, long drawn out and amateurish investigations and impudent detective work—these being only a few of the iniquities to be charged up to the body which Mr. Jacobs esteems so highly.

To say that the "Commission has done a good job with advertising for years" is, to put it mildly, being deliciously naïve. The Commission has of course done nothing of the kind—as could be shown by chapter and verse that could be quoted until the cows come home.

The Copeland Bill, with its many good features, would set up an oligarchy in the Department of Agriculture. The Mead Bill, better in many other respects than the Copeland Bill, would entrust enforcement to the Federal Trade Commission.

Neither provision is needed. We still have the Department of Justice which has done and is doing an outstanding job in the appre-

hension, conviction or extinction of gangsters, counterfeiters, kidnapers and other gentle folk. Equally efficient would be its enforcement of laws against adulteration and misbranding, against dishonest advertising.

Why is it, anyway, that nobody seems to want the Department of Justice in this picture?

Meanwhile, returning to Mr. Jacobs' letter, we shall have to deny his request that we write our Senator and Congressman protesting any "attempt to transfer control of advertising from the Federal Trade Commission." There is, plainly speaking, too much commission already.

Achilles Knew

TO PRINTERS' INK comes a pertinent remark from

John J. O'Brien, of the O'Brien twins, who run the South Bend Lathe Works.

Says Twin John: "In business, there's only one mystery left; and that mystery is merchandising."

Most appropriately does such a conclusion find refuge in the mind of a man who has seen the mystery taken out of production. The O'Brien brothers—the other one is Miles W.—have watched, as a matter of daily routine, the standardizing of production technique. In fact, the process is one to which they have contributed enlightened guidance.

And here enters a paradox. They have pioneered, also, in the field in selling. In merchandising, these twin machinists have broken new trails. They sell, not with pressure, but with long-pull foresight. They sell by educating. They fear not to advertise for the sale that may not come tomorrow, or next week, or next month. Consistently, they push on; and the very mystery that Mr. John still finds in merchandising—that mystery they, themselves, constantly are dispelling.

Ideas! We have mentioned the

subject before—and we dwell upon it again. Ideas conceived and explored by men like the brothers O'Brien—ideas recorded and stored for the uses of other men.

Business may go as ruggedly individualistic as a dark and screaming jungle; competition may become a slaughter; but the survivors will survive the heat of battle because each of them will beware not to wander too far from the banks of Idea River.

Frivolous, Flighty

Slightly, we misquote: "Use your advertising to say

something that affects current problems, that will answer questions in the mind of the man in the street, and will create a clearer understanding of your product.

"Scrutinize every piece of copy to see whether it sounds human. Make it as simple as you can, and use all the homely phrases and concrete illustrations that can be found to make your story lucid, readable, and interesting."

Has anyone read, recently, a more acceptable summing-up of advertising gospel? Acceptable? That second paragraph is just about perfect!

Now, in the first paragraph, substitute for the words *your product* the word *banking*; and the quotation stands verbatim as the advice was phrased by G. M. Hubbard, president of Doremus & Co., in an address before the Mid-Winter Trust Conference of the American Bankers' Association.

Mr. Hubbard said more. Having been invited to speak candidly, he lectured, pertinently, on bankers' copy and beyond that on the bankers' attitude toward advertising as a business-building tool.

Why—he wanted to know—does the banking fraternity still harbor the notion that it is "undignified or dangerous for a banker, through advertising, to speak informally and frankly about his business prob-

lems"? True, banking is a serious business. "People won't stand for any nonsense from the man who accepts for deposit and invests their money; and if he is frivolous and flightily they will distrust him and draw their money out and deposit it with someone of more sober demeanor." But surely, Mr. Hubbard urged, there must be some happy medium.

Mr. Hubbard, there is. And some time, let us hope, the bankers will come to see that happy medium is the same theater of operations in which such flighty, frivolous and nonsensical enterprises as, say, the General Motors Corporation, have been able, through advertising, to persuade the public to invest millions of dollars in larger living.

It Just Isn't Honest

Let an ethical doctor advertise—and, *zip*, there go his ethics! But let an ethical doctor work through an association and let the association send out a release seeking free publicity that will redound to the doctor's financial benefit—and, hallelujah, he's more ethical than ever!

And why *more* ethical? Because, as the letter accompanying his release reveals, he has been exposed, again, to the blandishments of advertising, and again has spurned her.

We are moved to this bewildered meditation by a communication from the Hotel Physicians' Association of America. Professional hat in hand, the H. P. A. of A. beseeches us, as a publication that "is read by company executives and their employees who spend a considerable portion of their time traveling and consequently stopping overnight at a variety of hotels," to print something about hotel doctors.

"Even," says the accompanying letter, "if A. M. A. ethics permitted it, which they do not, we could not use paid space to disclose

the facts to your readers. The Hotel Physicians' Association of America is a non-profit organization, and there are no funds for such expenditure."

And thus—and to the compounding of our bewilderment—this back-door approach to the business press becomes ethical, not merely for one reason, but for two reasons. The A. M. A. forbids. And the H. P. A. of A., seeking to blurb the prestige of its members, has set its face against profits.

Many facets of life we do not understand—among them medical ethics. But this we know: Never, knowingly, shall we print advertising as news. We don't know about the ethics of the matter—for the more we hear about ethics the more mysterious they become—but we're adequately convinced that deception is wrong.

Editorial Appeal

Advertising agency space buyers have frequently insisted that space salesmen do not talk nearly enough about the study of editorial appeal as it is related to advertising copy. A slightly more than cursory examination of current advertising might lead space vendors to return a good-natured "And how about you?"

It is an interesting exercise in comparative analysis—a term which will have to serve until a better one comes along—to examine the advertisements in a women's publication, for instance, in relation to the editorial material.

It is obvious that there is no editor on any women's magazine today who would care to talk to his readers in the tasteless manner that characterizes some of the advertisements of some rather well-known national advertisers.

It is doubtful if these same advertisers would care to present their sales arguments in publications edited by people who talk to readers as some advertising copy talks.

Big Business

A short short story

Every month *145,000 Americans lay down a half dollar on the newsstand counter for a copy of Esquire —at this yearly tariff of \$6.00 this is overwhelmingly the biggest monthly magazine business ever done on a cash and carry basis.

***Of Esquire's current net paid circulation of over 220,000, 145,000 are single copy sales.**

Esquire
THE MAGAZINE FOR MEN
40 E. 34th St., New York City

March Magazine Advertising

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Mar.	1934 Jan.-Mar.
Fortune	109	68,730	64,387	28,914	173,642	146,757
Town & Country (2 is.)	49	33,182	35,422	29,882	86,104	81,448
Yachting	50	a31,726	24,324	19,519	104,974	76,018
House & Garden	44	27,905	30,165	20,708	57,424	59,008
Esquire	41	b27,567	11,760		75,933	32,928
Cosmopolitan	63	27,199	21,299	23,601	67,767	59,408
Motor Boating	58	24,840	23,274	20,628	102,249	90,072
American Home	38	23,783	10,785	8,848	47,127	24,798
N. Y. Met. Edition	49	30,956	16,297	12,711	64,063	33,866
Country Life	32	21,784	22,778	15,477	43,911	40,896
The Spur	32	21,728	23,310	18,169	58,058	60,592
American Magazine	48	20,446	20,816	21,177	47,082	46,564
House Beautiful	32	20,236	20,990	10,064	43,839	36,661
Better Homes & Gardens	42	19,217	16,682	15,027	42,651	39,887
Nation's Business	42	18,200	18,543	14,925	49,497	48,389
Popular Mechanics	80	17,920	13,328	14,504	50,120	38,220
Redbook	40	17,330	13,635	16,442	47,413	36,285
The Instructor	25	16,964	10,744	18,261	37,209	28,104
Vanity Fair	26	16,532	24,853	16,159	47,270	55,723
Popular Science Monthly	36	15,473	14,603	10,849	40,633	36,258
Field & Stream	35	14,872	11,709	10,768	34,352	25,298
Sunset	33	14,071	10,155	6,979	32,652	22,170
Atlantic Monthly	58	12,997	7,165	7,024	30,955	16,879
The Grade Teacher	27	12,068	8,937	11,503	28,456	22,137
Modern Mechanix & Inventions	53	11,917	10,612	7,696	34,313	28,058
Outdoor Life	28	11,856	9,462	7,127	24,392	17,641
Screenland	28	11,829	9,842	9,015	27,347	25,299
The Sportsman	18	a11,765	a17,472	11,587	35,089	35,924
Physical Culture	27	11,633	11,207	11,082	30,941	27,463
Silver Screen	27	11,548	9,841	7,763	26,869	25,245
Christian Herald	16	11,050	9,180	12,194	28,882	27,832
Banking	26	11,010	10,358		33,930	30,279
National Sportsman	26	10,996	7,613	6,056	21,664	16,762
Motion Picture	25	10,662	12,645	11,786	28,363	35,037
Movie Classic	25	10,662	12,634	11,812	28,363	34,899
Travel	16	10,374	7,189	6,162	20,302	18,984
Sports Afield	23	9,844	7,005	5,421	19,510	18,389
Polo	15	9,800	10,332	8,694	26,778	29,232
Forbes (2 Feb. is.)	22	9,755	9,378	6,358	c21,266	c20,086
Hunting & Fishing	22	9,652	7,397	5,119	19,183	14,702
Boys' Life	13	9,077	6,042	4,999	25,463	20,496
Life	20	8,649	8,852	5,712	22,891	22,321
Review of Reviews	20	8,460	7,228	7,862	17,100	19,453
The Chicagoan	13	8,400	18,144	15,598	27,216	42,840
Harpers Magazine	37	8,260	9,716	9,156	20,132	23,968
Scribner's	19	8,046	5,818	7,416	19,002	13,368
American Rifleman	19	8,030	7,242	6,743	22,994	20,308
Modern Living	18	a7,764	6,745	5,133	23,590	20,282
Radio News	18	7,751	7,569	6,515	24,446	21,764
American Golfer	12	7,525	7,908	6,843	20,319	18,307
Real Detective	16	7,020	7,387	5,967	20,511	18,681
American Boy	10	6,871	6,353	4,603	18,126	14,348
Elks Magazine	16	6,864	5,180	5,347	17,875	13,474
National Geographic	28	6,745	8,094	6,748	15,222	17,584
Extension Magazine	10	6,633	6,541	10,893	19,102	18,523
Arts & Decoration	10	6,468	7,700	7,532	13,804	18,200
The Forum	15	6,435	4,719	5,148	14,157	12,028
Psychology	14	6,197	5,645	5,288	15,847	17,770
The Stage	9	5,896	6,616	5,358	15,102	15,456
American Forests	14	5,880	4,494	3,570	12,180	9,828
Uni. Model Airplane News	13	5,606	7,221	6,393	19,296	21,951
Screen Romances	13	5,434	7,579	5,577	16,038	22,271

(Continued on page 114)

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THE S



ADVERTISING TO EXECUTIVES

FIGURED in pages or lines . . . compared with general or business magazines . . . compared with weeklies or monthlies . . . FORTUNE registered a larger gain in 1934 in industrial and executive appeal advertising* than any other magazine in the United States.

This striking gain carried FORTUNE ahead of all business and general magazines except TIME in number of pages of advertising addressed to business and industry* in 1934.

If you want to see one of the greatest displays of executive appeal advertising in America, look at any copy of FORTUNE. More important, if you want the men who control American business and industry to know the merits of your product or service, advertise in the pages of FORTUNE.

*Includes the following classifications: Advertising Agencies—Associations, Expositions, etc.—Building Materials—Business Stationery—Electrical Equipment—Financial—Freight Transportation—Industrial Development—Insurance—Machinery & Belting—Magazines & Newspapers—Manufacturers Materials—Miscellaneous—Office Equipment—Paper Products—Printers, Binders—Professional People—Trucks & Truck Tires.

Fortune

THE \$10 MAGAZINE WITH A MILLION READERS

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Mar.	1934 Jan.-Mar.
American Legion Monthly	11	4,925	5,795	3,937	13,920	13,795
Settling Detective Adventures ..	11	4,653	4,449	2,597	16,082	13,781
Picture Play	10	4,378	3,796	5,148	10,175	12,474
Judge (Feb.)	10	4,290	4,252	5,527	c9,280	c9,428
True Detective Mysteries	9	3,841	2,849	2,180	12,124	8,981
Open Road for Boys	9	3,729	3,878	6,445	10,352	9,559
St. Nicholas	9	3,728	3,138	1,811	10,556	8,098
Film Fun	9	3,718	5,863	4,733	11,540	17,656
Munsey Combination	16	3,528	3,136	1,848	10,136	10,024
Rotarian	8	3,512	2,443	2,697	9,802	6,825
Golden Book	14	3,247	3,259	2,277	10,274	8,168
New Outlook	8	3,170	5,390	4,587	10,196	13,869
Nature Magazine	7	3,135	3,587	2,905	8,914	7,283
The Lion	7	2,875	1,748	2,669	7,940	5,871
Dell Men's Group	13	2,821	3,696	2,464	8,645	10,192
Asia	6	2,792	2,844	2,790	7,528	7,902
American Mercury	12	2,688	2,789	3,222	7,617	7,941
Current History	11	2,495	3,465	3,308	6,869	7,808
Street & Smith's Big 7 Group..	11	2,408	3,696	2,016	7,392	7,854
Scientific American	5	2,329	2,996	2,546	8,811	8,466
Mag. of Wall St. (2 Feb. is.)..	5	1,922	4,633	3,588	c4,377	c8,605
Street & Smith Combination ..	8	1,848	672	1,120	5,656	2,688
Blue Book	4	865	679	889	2,342	2,135
Totals		937,204	869,189	710,086	2,424,387	2,171,966

a Larger page size. b Advertising page changed from three columns (504 lines) to four (672 lines). c Jan.-Feb. linage.

WOMEN'S MAGAZINES

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Mar.	1934 Jan.-Mar.
Vogue (2 is.)	170	107,409	85,708	57,436	225,182	179,594
Harper's Bazaar	108	72,890	67,213	52,172	163,445	150,055
Good Housekeeping	128	54,798	50,354	47,425	124,993	115,254
Ladies' Home Journal	74	50,034	48,622	52,348	115,695	120,915
Woman's Home Companion	74	49,993	44,047	46,211	113,916	116,269
McCall's	69	46,675	51,428	49,589	113,197	115,139
True Story	61	26,339	24,446	22,386	61,443	55,719
Pictorial Review	33	22,552	20,046	20,626	56,221	51,141
Modern Screen	43	18,660	14,520	10,682	44,119	36,867
Tower Magazines	27	a18,195	12,820	15,478	47,680	33,456
Modern Romances	42	18,161	13,849	10,462	41,831	35,164
Radio Stars	42	17,911	7,064	1,626	41,453	18,381
Parents' Magazine	41	17,552	14,995	16,069	45,417	34,106
N. Y. Met. Edition	45	19,256			37,590	
Movie Mirror	36	15,282	9,720		38,664	25,746
Household Magazine	22	15,175	12,729	12,723	34,849	34,738
Delineator	22	15,086	28,704	35,809	43,427	70,848
True Romances	35	14,802	9,489	7,033	34,749	25,806
Screen Book	34	14,175	8,315	3,328	32,066	22,914
Love & Romance	33	14,155	9,225	6,572	33,217	25,207
True Experiences	33	14,122	8,585	5,808	33,120	23,901
Hollywood	33	13,836	8,065	4,637	31,569	21,341
Screen Play	33	13,700	8,923	5,105	32,822	24,774
Radio Mirror	30	13,023	3,295		31,449	7,813
True Confessions	31	12,916	9,046	6,001	29,165	25,848
Farmer's Wife	18	12,568	12,927	10,631	30,837	30,541
Radioland	27	11,544	8,201		27,512	22,531
Holland's	15	11,364	10,906	9,694	28,402	28,005
Photoplay	25	10,918	13,428	15,798	28,143	35,617
Junior League Magazine	17	a10,615	5,076	5,072	22,333	13,779
Woman's World	13	8,991	6,931	7,790	26,167	19,739
Shadoplay	17	7,121	9,688		20,987	26,110
Needlecraft	10	6,689	6,036	5,374	18,637	15,986
Child Life	11	4,862	4,730	3,973	11,388	11,671
Junior Home Magazine	6	2,528	2,307	2,946	6,018	5,605
Messenger of Sacred Heart	6	1,269	1,489	2,085	3,809	4,227
Totals		767,614	652,927	554,889	1,797,116	1,584,807

a Larger page size.

(Continued on page 116)

1934
an.-Mar.
13,795
13,781
12,474
c9,428
8,981
9,559
8,098
17,656
10,024
6,825
8,168
13,869
7,283
5,871
10,192
7,902
7,941
7,808
7,854
8,466
c8,605
2,688
2,135
171,966
to four

March
1934

MODERN MAGAZINES
were the leaders of the
entire group field a year
ago, having shown a
10,000 lineage gain
for the first quarter of
the year, the largest
gain of any major
women's magazine,
with the exception of
Vogue and Harper's
Bazaar.

1934
n.-Mar.
179,594
150,055
115,254
120,915
116,269
115,139
55,719
51,141
36,867
33,456
35,164
18,381
34,106

March
1935

MODERN MAGAZINES GAIN

54%

**CARRY MORE PAGES
OF ADVERTISING THAN
ANY OTHER GROUP**

25,746
34,738
70,848
25,806
22,914
25,207
23,901
21,341
24,774
7,813
25,848
30,541
22,531
28,005
35,617
13,779
19,739
26,110
5,986
11,671
5,605
4,227
14,807

MODERN SCREEN • RADIO STARS • MODERN ROMANCES

modern magazines

THE ONLY GROUP COMPOSED ENTIRELY OF LEADING PUBLICATIONS

NATIONAL WEEKLIES (4 February Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Feb.	1934 Jan.-Feb.
Saturday Evening Post	190	128,768	120,712	105,363	244,935	227,731
Time	200	85,404	70,370	47,278	168,155	141,336
New Yorker	186	79,300	81,231	55,826	151,329	153,333
Collier's	100	68,030	58,744	48,172	122,055	113,358
The American Weekly	31	58,390	45,985	53,548	100,917	88,834
The United States News	19	38,761	27,403		80,087	53,388
Literary Digest	58	26,299	28,808	29,697	50,398	54,631
Liberty	52	22,153	23,778	22,659	40,127	39,832
Business Week	51	22,134	19,551	12,933	44,123	36,772
Scholastic	35	b14,869	5,437	a4,776	20,175	10,134
News-Week	35	14,683	20,299	a4,430	28,515	37,356
The Nation	19	7,600	6,200	6,600	12,650	12,050
New Republic	10	4,933	5,044	5,642	8,955	10,075
Totals		571,324	513,562	391,924	1,072,421	978,830

a Two issues. b Anniversary issue included.

CANADIAN (February Issues)

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Feb.	1934 Jan.-Feb.
Maclean's (2 is.)	44	30,793	24,755	26,405	50,921	49,822
Mayfair	45	a29,989	23,010	16,854	47,939	37,033
Canadian Homes & Gardens	40	b27,208	b24,025	13,990	27,208	24,025
Canadian Home Journal	35	24,827	21,572	23,720	40,173	35,928
Chatelaine	35	24,343	20,747	21,935	34,905	32,013
Liberty (4 is.)	51	21,857	24,391	20,531	37,594	36,896
"	15	6,611	6,523		11,096	9,162
"	36	15,246	17,868		26,498	27,734
in comb. with U. S. ed.						
National Home Monthly	26	18,090	20,345	16,703	25,730	27,865
The Canadian Magazine	24	16,495	14,093	12,997	21,670	19,870
Canadian Business (Mar.)	29	12,000	12,201	7,960	c32,461	c31,268
Totals		205,602	185,139	161,095	318,601	294,720
a Larger page size. b Jan.-Feb. issues combined. c Jan.-Mar. lineage.						
Grand Totals		2,481,744	2,220,817	1,817,976	5,612,525	5,030,323

Has Timken Canadian Account

The Timken Silent Automatic Company, Detroit, has appointed J. J. Gibbons, Ltd., Toronto, to direct its Canadian advertising. Canadian headquarters of the Timken organization are at Windsor, Ont.

Forms Pacific Coast Unit

The Electrographic Corporation, New York, has added a Pacific Coast foundry at San Francisco. This new division will be known as the American Electrotype Company, of which John F. Kelly will be president.

"Today" Adds W. D. Roberts

W. Donald Roberts has joined the New York advertising staff of Today. He was recently with House Beautiful, Home and Field and previously was with the New York Times.

Names Kiernan Agency

Frank Kiernan & Company, New York, have been appointed advertising counsel for the Brae Tarn Dane Kennels, Greenwich, Conn.

With San Francisco "Examiner"

Frederick Black, for more than six years advertising and sales promotion manager of the Yosemite Park & Curry Company, has resigned to join the local advertising staff of the San Francisco Examiner.

Appoint Stocker and Greene

Gerry Stocker has been appointed art director and T. M. Greene space buyer of Zinn & Meyer, Inc., and Bachheimer-Dundes, Inc., New York agencies, both of which are located at the same address.

Football Star Joins Faithorn

Jack Manders, star fullback and place kicker of the Chicago Bears professional football club, has joined The Faithorn Corporation, Chicago printing and engraving firm, in a sales capacity.

Now Henry Souvaine, Inc.

The name of Osborn and Souvaine, Inc., New York, radio program productions, has been changed to Henry Souvaine, Inc.

Recognition

Advertising Agencies with one or more clients listed in Classified Telephone Books

Lee Anderson Advertising Co.
Aubrey, Moore & Wallace, Inc.
N. W. Ayer & Son, Inc.
Badger and Browning, Inc.
Baer-Bigler-Van De Mark Co.
Batten, Barton, Durstine
& Osborn, Inc.
Adrian Bauer Advertising
Agency, Inc.
Beaumont & Hohman
Bonsib, Inc.
Brooke, Smith & French, Inc.
D. P. Brother & Company, Inc.
The Buchen Company
The Glen Buck Company
Campbell-Ewald Company, Inc.
The Caples Company
The Cramer-Krasselt Company
Crutenden & Eger
Erwin, Wasey & Company, Inc.
Evans Associates, Inc.
Ferry-Hanly Advertising Co., Inc.
E. M. Freystadt Associates, Inc.
Donald G. Frost Co., Inc.
Fuller & Smith & Ross, Inc.
Geore-Morston, Inc.
Louis E. Gelwicks Advertising
Agency

J. Stirling Getchell, Inc.
The Geyer Company
Gottschaldt-Humphrey, Inc.
Harrison-Rippey Adv. Co.
Henri, Hurst & McDonald, Inc.
Hutchins Advertising Co., Inc.
H. W. Kastor & Sons Co., Inc.
Kay Directed Advertising, Inc.
Lampert, Fox and Company
Lord & Thomas
MacManus, John & Adams, Inc.
Meldrum and Fewsmith, Inc.
Arthur R. Mogge, Inc.
Newell-Emmett Company, Inc.
R. J. Potts and Company
Potts-Turnbull Advertising Co.
Redfield-Coupe, Inc.
Reincke-Ellis-Younggreen
& Finn, Inc.
Ruthrauff & Ryan, Inc.
Scott-Telander, Inc.
Arthur R. Sternau
Stewart, Hanford & Frohman, Inc.
Daniel H. Storey
Sun Advertising Co.
Hilmer V. Swenson Co., Inc.
United States Advertising Corp.
Addison Vars, Inc.

"Where to Buy It" Service has won recognition from leading advertising agencies... has proved its worth. By directing prospects to authorized dealers, it makes advertising more resultful... it completes the buying circuit.

Here is how it works. The agency authorizes insertion of client's trade mark in classified telephone books. Dealer listings may be provided by the agency and included in the contract; or dealers may arrange for listings with the local Directory Representative. Agencies negotiate with the Bell System through one central source.

CLASSIFIED TELEPHONE DIRECTORY

Paint-Continued

PITTSBURGH ONE DAY PAINTING PRODUCTS

Famous One Day Paints. Waittime for walls and ceilings. Floorboards. Enamel - painted floors. Waterproof woodwork and furniture. Varnishes - woodwork and floors.

"WHERE TO BUY IT"

WAREHOUSE
Pittsburgh Paint Glass Co.
530 N. Market St. ly-2540

DEALERS
Hahnemann's Hardware Store
1419 E. Brady St. ly-4818 & P. 1419

AMERICAN TELEPHONE & TELEGRAPH CO.
Trade Mark Service Division

195 Broadway,
New York



311 W. Washington,
Chicago

The Little Schoolmaster's Classroom



LAST week-end a member of the Class hid himself on a tour through some of the more historical parts of New Jersey. But his travels took him no farther than the picturesque town of Somerville before his thoughts were reverted to the Class.

There, he drove through that vast estate so recently brought into the limelight by the now much-married daughter of the late James B. Duke, of American Tobacco fame. After traveling some distance along the winding road bordered by towering evergreens, he discovered himself headed straight toward an enormous rampant bull. So realistic was this seven foot, brown and white statue, that the Class member's Scottie let out a yelp and tried to leap through the wind-shield.

So, here, in an epitome of defiant glory, stands the life-like replica of that noble beast that made Bull Durham famous, and, in the words of A. Wineburgh, "Shocked Fifth Avenue."

• • •

From C. H. Frankenberg, sales promotion manager, The Savogran Company, comes an account of an interesting device used by his

company to stimulate jobber interest. It is a slip called "Bright Spots in the Day's News" and on it each day the company types some interesting or important development of the business world. The data are furnished by *The Journal of Commerce*, New York. The slips are enclosed in all letters to jobbers.

"The copy on these is changed daily," says Mr. Frankenberg, "and the idea, of course, is to create a little optimism among the trade and a little additional good-will for our company."

A mailing of this kind to jobbers gives them in turn inspiration to pass along to the dealers. At a time when it seems to be so much easier to spread gloom than it is to spread cheer an activity of this kind should have beneficial effects.

• • •

And now we have study guides to motion pictures. The Schoolmaster has just received a letter from the Motion Picture Producers & Distributors of America, Inc. The letter follows:

"I hope that the manager of the theater in your vicinity that shows THE LITTLE MINISTER will see the value of furnishing copies of the

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enclosed study guide to all local school teachers. I am sure that in preparing the study guide the National Council of Teachers of English had in mind its usefulness to all teachers, including the grade schools.

"You are receiving this complimentary copy from RKO-Radio Pictures because of your expressed interest in the development of better standards of photoplay appreciation. If after reading the study guide you consider it useful to that end, why not telephone your theater and your local school authorities and encourage them to use it in your schools?"

"Orders for the study guide in bulk can be placed with the National Council of Teachers of English, 211 West 68th Street, Chicago, Illinois."

The study guide is an imposing document telling about Mr. Barrie, the book, how to see the photoplay, how to study the photography, problems of production, plot and structure of the play, character, dialog and dialect, acting, humor, directing and suggestions for additional reading.

Whether the schools of the country will grab at this opportunity to make a thorough study of motion pictures, the Motion Picture Producers & Distributors of America, Inc., is at least to be congratulated for going half way to meet educators who frequently damage faith and films by their attacks on the cheap, melodrama type.

• • •

An unusual system of sales training is used by James & Co., General Electric distributors in St. Louis. Before going into the field to sell and demonstrate his products, each salesman is forced to undergo a course in their usage.

For instance, before he is allowed to demonstrate a washer or ironer, he is obliged to roll up his sleeves, don an apron, and go through a two-week course in the intricacies of laundering. His knowledge of the General Electric range is likewise strengthened by a series of cooking lessons, in the company's model kitchen. Here, guided by

Agency Wants business getter . . .

● SALARY & COMMISSION

Busy servicing present clients, a friendly advertising agency of high calibre seeks a new-business getter . . . a man of character who is sincere, earnest, able; preferably with a proven record of achievement. Please write your qualifications, background and salary requirements. Address "T", Box 70, Printers' Ink.

One of the Five Outstanding Specialty Mail Order Men in the Country

. . . contemplates a change. He knows how to sell by mail. He knows direct selling, magazine, newspaper, and general mail order copy that brings in the dollars. He knows what magazines and newspapers to use for selling by mail. He knows the outstanding mail order lists in the U. S. He knows how to buy mail order customers at low cost. He knows how to keep mail order customers buying. He is one of the most powerful sales letter writers in the country.

. . . under forty . . . he is an executive in an outstanding and successful company, but desires to make a change for purely personal reasons.

. . . is conservative—because for a long time he has been with a trial and error business where they don't leap until tests show the green light. You can't buy the services of this man cheaply. He knows what he is worth. But he hasn't inflated ideas about money. The editors of the leading trade publications know him and will recommend him. It isn't often that a man like this offers his services. He's a real "money-maker."

Write "X," Box 74, Printers' Ink for further details . . . and to arrange for a personal interview.

Want Increased Sales At Low Cost?

Read this helpful bulletin—"HOW TO USE THE MAILS TO INCREASE SALES." Request a copy on your letterhead. No charge.

FRANK T. KELLEY
5 Prospect Place, New York City

Thorough SALES PROMOTION MAN, ADVERTISING or SALES MANAGER

Commodity, Durable Goods, Agency and Publication experience. Practical and resourceful. Geared to today's requirements. Available on short notice. "W," Box 73, P. I.

RADIO

Young man, college education, in early thirties, with unusually fine practical background and working knowledge of broadcast advertising, seeks interview with a view to establishing an agency affiliation to begin late Summer or Fall. Original planning ideas. Fully conversant with latest phases of modern studio production methods. Professional knowledge of music. Newspaper and advertising experience. Six years' experience in radio field. Address "U," Box 71, Printers' Ink.

COMPLETE CONTRACTOR COVERAGE

PRACTICAL

In Response To a Demand
by The Publishers of BUILDING SUPPLY NEWS

BUILDER

INDUSTRIAL PUBLICATIONS INC.
CHICAGO

Your Sales—

The next year or so in *building* will be crucial. Recent developments make tradition-laden methods futile. New and old firms alike must "snap out of it." Keen analysis and aggressive selling, not often found together, are essential. If your problem—promotion or sales—give rise to doubts, perhaps I am an answer. Address "V," Box 72, Printers' Ink.

the home-service staff, he becomes a full-fledged cook. If, when he goes out to sell, his record falls below quota, he is obliged to repeat the course.

It seems to the Schoolmaster that this is a sensible investment on the part of the company. With a thorough and practical knowledge of his product as a foundation, the salesman's talk is bound to carry conviction.

...
"Facts about Old Age Security," Number Two of a Series of Factual Studies Dealing with Current National Questions of Business Interest, has just been issued under the auspices of the National Conference of Business Paper Editors and The Associated Business Papers, Inc.

This is an excellent boiled down summary of the subject of old age security. Copies may be had by writing to the Associated Business Papers, Inc., 330 West 42nd Street, New York City.

...
In going through a Dallas, Texas, newspaper, the Schoolmaster was attracted by an advertisement headed "Events of the Week at Hotel Adolphus." Here were listed the various things happening at the hotel, including such things as Kiwanis and Lion Club meetings and association and committee gatherings during the week.

The hotel was wise enough to limit its advertising of its own services to a couple of items, such as the family dinner on Sunday night and the daily services listed under the heading "Every Day." The result was an advertisement which, while it might not have been typographically a prizewinner, was evidence enough that the Hotel Adolphus is the center of a great many important events in Dallas.

...
"250 Ideas for Increasing Retail Sales" is the title of a publication issued by the Bureau of Business

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MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

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Box 56

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NEW
Proven
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Classified Advertisements

BUSINESS OPPORTUNITY

Wanted: Someone widely acquainted in advertising world to manage and secure radio engagements for two or three fine singers on percentage basis. Address Box 545, Printers' Ink.

HELP WANTED

Wanted—Young man for editorial work. Must be trained in food and drug lines and experienced in magazine makeup and advertising layout. State experience and salary desired. Box 537, P. I.

STAR ART DIRECTOR

with exceptional layout ability for Motion Picture advertising. Give complete history and salaries earned. Confidential. Box 550, Printers' Ink.

Advertising Salesman

for live grocery trade publication; a getter; splendid opportunity for the man who can produce. Box 542, P. I.

ASSISTANT to advertising manager leading music publishing firm; knowledge printing processes, advertising routine, English style, languages, some knowledge music; small salary to start; write fully. Box 553, Printers' Ink.

Young man with ability to learn quickly, write clearly, to do odd jobs in small Pa. agency. College education and slight experience desirable, but not essential. Salary to start \$20. Chance to learn business. Box 547, Printers' Ink.

Advertising Man—Combination copywriter and layout. One who knows the Food Field thoroughly from dealer and consumer's standpoint. Will step up your earnings if able to step up with your "I. O." State experience and salary desired. Box 538, Printers' Ink.

Sales Manager Wanted by a firm whose product is well-known and nationally advertised. Applicant must have definite experience directing a sales force in the Proprietary Medicine field and with extensive knowledge of merchandising methods, etc. In replying state age, past experience. Replies will be treated strictly confidential. Box 549, Printers' Ink.

Cosmetic Sales Manager—An old established Cosmetic House is open to consider applications for position of sales manager. Do not write us unless you are capable of directing a national sales force and have had experience in the Cosmetic field that will qualify you for such an appointment. Your reply will be considered a confidential communication. Box 548, Printers' Ink.

★ STAR CREATIVE COPY MAN ★

... To \$12,000

One of Chicago's finest Agencies seeks man of partnership calibre, Christian, under 42, with Agency exp. on food and drug accounts; strong on ideas & mdse'g.

NEW BUSINESS MAN—\$7500 PLUS
Proven A-1 record selling Ag'cy Service or Space. Gen. qualifications as above. Apply in confidence to **WALTER A. LOWEN**, Placement Agent, 11 W. 42d St., N.Y.C.

YEAR ROUND INCOME—Selling to stores newspaper advertising mat services and circulars. Heretofore promoted nationally only by mail. Exclusive territories open. Ideal for newspaper and ad men. Write Box 543, Printers' Ink.

SALES AND MARKETING ADVISOR

Qualified to build up practice as division of well-established advisory organization in Eastern city. Must have broad practical experience in sales activities. Retainer and commission earnings proportional to business now in hand and developed. Box 546, Printers' Ink.

An opportunity of exceptional merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising.

This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement.

Replies held in strictest confidence and should cover full qualifications.

Box 540, Printers' Ink.

MISCELLANEOUS

EXACT reproductions of Sales Letters, Testimonials, Bulletins, Pictures, Diagrams, etc.; \$1.50 hundred copies; add'l hundreds 20c. Cuts unnecessary. Samples, Laurel Process, 480 Canal St., N. Y. C.

POSITIONS WANTED

Young Man—4 years with newspaper and merchandise chain. Experienced in copy, production and editorial work. College trained. Excellent advertising or editorial assistant. Box 551, Printers' Ink.

ADVERTISING:

Copy • Promotion • Merchandising. Contact Counsel. Young Lady. Executive Ability. Experienced. National Class Publication. Box 539, P. I.

Typographer, Production Man

In early 30's. 4A agency and national publication experience. Practical printing background. Box 541, Printers' Ink.

AMBITIOUS ADVERTISER

Wants chance to use her brains. College grad.—25—4 yrs. adv.—expert stenographer. Box 552, Printers' Ink.

EDITORIAL ASSISTANT—Experienced magazine rewrite, makeup, layout. Original and ghost writing. Interviews. Accurate proofreader. Initiative in managing office details and correspondence. Short-hand. Box 544, Printers' Ink.

FOR HIRE • Advertising and Sales Promotion Executive desires opportunity. Assistant or Manager. 8 years nationally known automotive accessory manufacturer. Complete agency, merchandising and executive ability. Write Box 554, P. I.

PUBLISHERS—Is "more lineage your problem?" For eight years have developed, expanded advertising in leading Metropolitan newspapers. Seeking better opportunity justifying increased compensation. No objection out of town. T. J., c/o J. G. Proctor Co., 250 Park Ave., New York.

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

Information, University Extension Division, University of Wisconsin, Madison, Wis.

H. R. English, chief of the bureau, says: "An attempt has been made to select ideas that are both practical and novel, to describe them concisely, to classify them suitably for ready reference. Most of the plans described involve very little expense; all have been successfully used in at least one store."

The book is being sold for 50 cents and may be of interest more particularly to house magazine editors who are looking for ideas to pass along to dealers.

♦ ♦ ♦

Change in Worcester Agency

Otis Carl Williams, head of the Worcester, Mass., agency bearing his name, has been made advertising and sales promotion manager of the MacInnes Department Store, of that city. C. Jerry Spaulding, vice-president of the agency, has become president and treasurer.

• • •

Join Lawson-Wills

Seymour A. Smith, formerly with R. C. Smith & Son, Ltd., Toronto agency, has joined Lawson-Wills, display advertising, of that city. Gene MacMillan has also joined Lawson-Wills as a member of its national sales staff.

• • •

Appoints Freystadt

The Monterey Hotel, Asbury Park, N. J., has appointed E. M. Freystadt Associates, Inc., New York, to handle its advertising. Radio, direct mail, and newspapers will be used.

*Typical Americans
--- and They Get*

**1/4 MILLION
A MONTH**

—payroll of one of Janesville's 64 diversified industries feeds responsive Southern Wisconsin Market whose buying is guided by

**Janesville (Wis.) Gazette
Radio Station WCLO**



Now we are Three

S. K. WILSON

joins this agency March 15 as a principal. Formerly Copy Director The Erickson Company, more recently Creative Staff Newell-Emmett Company. Author and commentator on advertising and selling.

HOWARD E. SANDS

formerly Vice President F. Wallis Armstrong Company. Consultant on Marketing and Packaging of Articles sold through Drug and Food Outlets.

CHAS. DALLAS REACH

established this agency in 1929 after six years in newspaper, publicity and sales promotion work.

CHAS. DALLAS REACH CO.

Advertising

58 Park Place, Newark, N. J.



Telephone: Market 3-5100

MEMBER: AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

330
 644,000
 net paid city and suburban daily circulation

COVERAGE PRACTICALLY AS LARGE AS THE NET COVERAGE
 FURNISHED BY ANY TWO OTHER CHICAGO DAILY
 NEWSPAPERS COMBINED!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TOTAL DAILY CIRCULATION NOW IN EXCESS OF 801,000



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